

BUSINESS COMMUNICATIONS

COMM 3160 – SPRING 2020

Section 001 – MWF 11:15am –12:05pm Friday 386

Section 002 - MWF 12:20pm-:10pm Friday 386

Section 004 – MW 2:30pm – 3:45pm Friday 386

Professor John Cassese

Office: Colvard Adjunct Office

**Office Hours: MW 10:00-11:00; by
appointment: virtual**

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University Catalog Description

COMM 3160. Business Communications. (WO) (3) Prerequisite: Junior standing. The nature and problems of individual, interpersonal and organizational communication in business. Various verbal techniques such as presentations, public speaking, and writing will be developed and practiced for effective organizational and individual performance. (*Fall, Spring, Summer, Evenings*)

General Education Requirements Statement

COMM 3160 satisfies part of General Education requirement for Goal I - Communication: Oral Communication (O) and Writing Intensive (W) course. This goal states that UNC Charlotte graduates should be able to effectively send and receive in English written and oral messages in different situations for a variety of audiences, purposes and subjects.

Learning Objectives

Upon completion of this course, you should be able to:

1. analyze the communication process and recognize the role of audience in preparing and presenting messages
2. analyze internal and external business audiences and situations that are common in the business profession
3. apply effective writing and speaking techniques in a variety of genres
4. select and use the best medium and technology for written and oral communication

REQUIRED *Business Communication: Polishing Your Professional Presence* by Shwom and Snyder
TEXTBOOK Pearson Publishing Company, 4th edition, 2018.

SUPPLEMENT There will be additional readings and class activities not in the text.

COURSE WEBSITE/CANVAS <https://canvas.uncc.edu>

Log on using your NinerNet username and password.

CLASS POLICIES/BUSINESS "BEST PRACTICES" - SYLLABUS CONTRACT

Please note: The class policies and grading criteria are part of your "contract" with me in this class. Once you register for this class, you agree to the terms and conditions of this contract (In other words, please don't come to me at the end of the semester trying to "renegotiate" the terms and conditions of this contract because of the grade you receive). **Please read the fine print!**

I have very few rules, but you would be well served to read them. I operate this class as if you are in the real world. This class is a transition from college to your professional life. If you cannot follow them or you think you might have some challenges, find another professor and section

- Do not arrive late- Make sure you can get to class on time.
- If you are late do not walk in if someone is making a presentation
- Assignments will not be accepted if they are late- even by minutes. Plan your work accordingly and make sure you have time to complete your assignments. Spare me the usual excuses- ie. I did not know it was due, my internet was down, etc. I have heard them all. In the real world if you are late with your work it could be your job,
- After you have presented do not miss class. Attendance will taken, and your grade will be dropped. Show your fellow students the same respect that you'd deserve. In order to receive full credit on your speech you must attend each day of the presentations
- No food is permitted in class
- If you have any issues or problems that will affect your assignments or presentation talk to me ahead of time. Do not wait until the last minute of or after the fact. We can work out a plan if you work with me.
- If you are sick and missing class, please provide a doctor's note or other verification.
- I have a very strict no cell phone rule. I will ask you once to put your phone away. If I ask you the second time you will be asked to leave the class. If I ask you a third time you will be asked to leave the class AND NOT RETURN. I am not going to compete with you and your cell phone. Just put it away. Also, no laptops are to be open in class.

1. Attendance (Extra Credit)
 - a) Regular attendance in class is expected and adds extra points to your grade. Attendance will be taken randomly over the course of the semester. Students who attend class on a regular basis and **attend on time** usually earn a higher grade in the class. **Students who are late are counted absent. There will be extra credit opportunities that will pop up in various classes. If you miss class then you miss the opportunity to help your grade.**
 - b) If you miss any class sessions, you're responsible for getting notes and finding out details about the assignments that have been discussed on that day from your colleagues.
 - c) Online assignments and in-class exercises reinforce key concepts covered in the text and in lecture. If you miss class, you miss the opportunity to complete exercises that add points to your grade.

Please read the following :

This class has a very intensive presentation component. In the real world you will be presenting each and every day, both formally and informally. Therefore it's important that you understand what you are getting yourself into when you take this class.

Also, we will be spending time developing your business writing skills. The manner in which you write email, etc. now is NOT acceptable in the business world. Please know that text messages are never acceptable.

Class participation is key. If you are the kind of student who just wants to sit back and take notes and not get involved, I am not the professor for you. I expect you to be up on current events and what is going on in the business world. I especially want you to be aware of what is going on in your chosen field. You will need to be well versed on these topics during interview and networking situations.

2. Oral Assignments – Presentations and final speech
 - a) **All presentations/speeches are conducted during class time.** If a student misses his or her presentation, the student's presentation grade will be a "zero." If a student is late on his or her presentation day, ten points will be deducted from the student's presentation grade.
Presentation/speech dates will not be changed once a student confirms the date.
 - b) **All students must wear professional business suits for the presentations, but not the speeches. Points are deducted for inappropriate attire.**
3. Written Assignments – This course has an online component, so you will use Canvas to turn in assignments (no printouts or emails). Assignments are only accepted on time, or you may submit assignments early. The IT service desk can help if you have computer trouble: 704-687-5500. Please note that Canvas is optimized for Chrome or Firefox; sometimes switching browsers can help. Technical difficulty is not an excuse for missing an assignment deadline.

- a) **All assignments you turn in must be typed and uploaded to Canvas by the assigned deadline in order to avoid a zero on the assignment.** Also, please use 12-point font size in Times New Roman or Arial for better readability.

b) Plagiarism detection system used

As a condition of taking this course, all required papers may be subject to submission for textual similarity review for the detection of plagiarism. You will upload your assignments directly into Canvas.

Plagiarism, as defined in the UNC Charlotte code of student academic integrity is:

- Submitting the work of another as your own.
- Directly quoting from a source without proper citation or use of quotation marks.
- Paraphrasing or summarizing another's work without acknowledging the source.
- Using facts, figures, graphs, charts, or information without acknowledging the source.
- Purchasing and/or copying commercial term papers or another course work and submitting as your own.

At the very least, plagiarism will be reported to the Dean of Students and the student will be given a "zero" on the assignment with the possibility of more severe penalties (failing the course, expulsion from the university, etc.).

- c) All written assignments will be graded on content, format, organization, grammar and spelling. Always proofread and edit your assignments before turning them in. The following criteria will be used in grading your written assignments:

CONTENT (60 %)

- Content (missing important information/details)
- Organization (direct/indirect style)

WRITING AND GRAMMAR (30 %)

- Misspelled words
- Format errors
- Subject/verb agreement, awkward phrases, dangling expressions, tone, punctuation, grammar, conciseness, clarity, sentence/paragraph length, coherence, word choice, active/passive voice, parallelism, transitions

FORMATTING (10 %)

4. **If you miss an online assignment, speech, or presentation, you will receive a “zero” unless you have a documented, excused absence from the Dean of Students Office.** In the case of an excused absence, you may make up the work. Absences may be excused for personal illness or participating as a University representative in an athletic or out-of-town event.
5. Questions about grades must be discussed with me within two class periods after receiving the graded work.
6. Statement on Diversity
The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio- economic status.
7. Disability Services
UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at [704-687-0040](tel:704-687-0040) or visit their office in Fretwell 230.
8. Academic Integrity

Students have the responsibility to know and observe the requirements of *The UNC Charlotte Code of Student Academic Integrity*. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty.

Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor. All students are required to read and abide by the Code of Student Academic Integrity. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code. Definitions and examples of plagiarism are set forth in the Code. The Code is available from the Dean of Students Office or online at: <http://www.legal.uncc.edu/policies/ps-105.html>

COMM 3160 COURSE GRADES

KEY WRITTEN & ORAL ASSIGNMENTS

Elevator Speech -----	100 pts
LinkedIn Profile-----	100 pts
Business memo x4 @ 50 pts each -----	200 pts
Informative Speech -----	100pts
Persuasive Speech -----	100pts
Motivational Speech -----	100pts
Impromptu Speaking-----	50pts
Interview Question Simulation-----	50pts
Total -----	800 pts

TOTAL POINTS. 800+

EXTRA CREDIT (5 points each)

Attendance, Speaking Center, Niblock Student Center, etc. Networking events. If you have any questions please see me in advance. You will get EC for attending -----

GRADING SCALE – Canvas will automatically compute your grade based on the total points available and your score. Rubrics- when used- will be graded and returned. We can certainly discuss any comments or questions that you might have.

800+- 700-	A
600-699	B
500-599	C
400-499	D
400-	F

Syllabus. Spring 2020. Subject to Change

You will help drive many of the topics and class activities.

Keep in mind there is NO Syllabus in the real world.

And, you will have ample time to complete all of the assignments .

DATE	READINGS	TOPIC/ASSIGNMENT
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MODULE #1 – ESTABLISHING A BUSINESS COMMUNICATION FOUNDATION

Week of 1/6

- | | |
|-------|----------------------------------------------------------------------------------------------------------------------------------------|
| Ch. 1 | - Course objectives and requirements
- Professional communication in a digital, social, mobile world
- The communication process |
| Ch. 3 | - Overcoming barriers to communication
Planning business messages
- Analyzing audience |

Week of 1/13

- | | |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ch. 11 | - Business presentation planning
- Organizing and outlining your presentation
- Business presentations vs. speeches

- Developing effective multimedia aids

- Extra Credit (10 points; completed by noon on 12/4)
University Speaking Center
1. Attend workshop OR
2. Attend 30-minute consultation |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Week of 1/20

Monday 1/20. MLK Holiday No Class -

- Ch. 11
- Practicing delivery; overcoming stage fright
 - Impromptu presentation practice
 - Developing an “elevator pitch”

MODULE #2 – GETTING THE POSITION!

- Ch. 12
- Employment communication
 - Resume, cover letter, and LinkedIn profile
 - Interviewing
 -

- Ch. 12
- Employment communication
 - Interviewing/Networking
 - Salary Negotiation

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Ch. 3 Writing business messages (Style)

Ch. 3 - Writing business messages (Style)
- Skill building exercise: writing memos
- **Presentation sign-ups (informative and persuasive presentations, and speech)**

Week of 2/4

Ch. 8 - Business research
- Planning reports and proposals
- Skill building exercise: conducting research

Ch. 8 - Analyzing information
- Skill building exercise: analyzing information
- **INFORMATIVE SPEECH
BACKGROUND**

Week of 2/11

Ch. 9 - Preparing persuasive business proposals
- Skill building exercise: writing proposals

Ch. 10 - Preparing business reports
- APA Style
- Skill building exercise: writing reports
- **INFORMATIVE SPEECHES**

Week of 2/18

Ch. 7 - Using social media in business
- Writing a blog
- Skill building exercise: Online Class Exercise

Week of 2/18

Ch. 4

- Communicating routine messages
- Role play: Congratulating your team

Week of 2/25

Ch. 6

- Communicating bad news
- Role play: Performance review

Week of 3/2 No Class Spring Break

Week of 3/9 Week of 3/16

Ch. 11

- INFORMATIVE PRESENTATIONS

Ch. 11

- INFORMATIVE PRESENTATIONS

Ch. 11

- INFORMATIVE PRESENTATIONS

Ch. 11

- INFORMATIVE PRESENTATIONS
- **ANALYTICAL REPORT DRAFT**
- DUE 5:00 p.m. Day TBD**

Week of 3/23

Ch. 5

- Communicating persuasive messages
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Ch. 5.

- Persuasive messages (cont.)
- Role play: Sales and negotiation

Week of 4/7

Ch. 2

- Working with others: team communication
- Role play: Corporate politics 101

Ch. 2

- Working with others: intercultural communication
- Role play: Adapting to a new culture

Week of 4/14

- PERSUASIVE PRESENTATIONS

Ch. 11 - PERSUASIVE PRESENTATIONS

Ch. 11 - PERSUASIVE PRESENTATIONS

Ch. 11 - PERSUASIVE PRESENTATIONS

Week of 4-21 Persuasive speeches Analytical reports due

Week of 4-28. Class wrap up