

BUSINESS COMMUNICATIONS

COMM 3160 – Spring 2019

COMM 3160-008

MW 2:30 p.m. – 3:45 p.m. FRIDAY 386

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Office hours are by appointment only.

University Catalog Description

COMM 3160. Business Communications. (WO) (3) Prerequisite: Junior or senior 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.

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

SUPPLEMENT: MyBCommLab ® Must allow pop-ups for system to work. Use Chrome or Firefox browsers for best results.

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

Log on using your NinerNet username and password.

CLASS POLICIES/BUSINESS "BEST PRACTICES" - SYLLABUS CONTRACT

Please read the fine print: 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 earn).

1. Before the week begins, read assigned chapters, complete online exercises, and check Canvas for the week's announcements. If you don't understand certain concepts in the readings, ask questions in class or schedule a time to meet with me. Students who carefully read the chapters for the week perform better in the class.
2. Attendance
 - a) Regular attendance in class is expected. Attendance will be taken 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 must be in class when the roster is called – whether it is called in the beginning of class, the middle of class or at the end of class. Students must be present during the full duration of class for attendance credit. If a student is not present for the full duration of class (through dismissal), said student will not receive attendance credit for the day.
 - 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) Furthermore, students **MUST** provide documentation by email within 24 hours of a missed class, ex. If the missed class is at 2:30 p.m. Monday, Jan. 24, I need to have documentation from a medical provider and/or UNCC Student Assistance and Support Services or the Dean's Office for absence verification by Tuesday, Jan. 25, at 2:30 p.m. All documentation needs to be submitted via email to ssneed7@uncc.edu. Excused absences are not deducted against attendance percentages but also do not add to the percentage as actual attendance. However, unexcused absences deduct from the attendance percentage, ex. One unexcused absence can take the attendance percentage from 100% to 96% and so forth.
 - d) Online assignments and in-class exercises reinforce key concepts covered in the text and in lecture. If you miss class (without an excused absence from Student Assistance and Support Services or the Dean's Office), you miss the opportunity to complete exercises that add points to your grade.
3. 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 and speeches. Ten points are deducted for inappropriate attire.**

4. 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. **Late assignments will NOT be accepted.** 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. Assignments will be reviewed by VeraCite, the university's chosen system for plagiarism detection. **Your VeraCite score MUST be 10 percent or less (given as room for error) to be read and graded by the instructor. Anything above the 10 percent mark will not be read/nor graded and will result in a zero. Be sure to submit your content at least an hour early to allow time for corrections.**

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 other 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 (missing important information/details) - 5 each
- Organization (direct/indirect style) - 5 each
- Misspelled words - 5 each
- Format errors - 2 each
- Subject/verb agreement, awkward phrases, dangling expressions, tone, punctuation, grammar, conciseness, clarity, sentence/paragraph length, coherence, word choice, active/passive voice, parallelism, transitions - 2 each

5. Online MyLab Assignments – Online assignments will be available through Canvas/Pearson MyLab and Mastering with specific deadlines assigned. **Pay close attention to deadlines in order to avoid zeroes on these assignments. MyLab assignments are noted in red in the syllabus.** *Note: MyLab assignments are designed to be opened and completed upon first attempt. Incomplete work will result in a final grade and will not be reopened for completion.*
6. **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.
7. Questions about grades must be discussed with me within one class period after receiving the graded work.
8. Extra Credit
A maximum of 1.5% in extra credit may be earned on a specified assignment for the semester. The assignment is in direct correlation with working with the Writing Resource Center in advance of submitting your final copy of the Informative Report or the Analytical Report. You must submit supply the Writing Resource Center with a draft copy of the report and then upload the draft into Canvas’ Extra Credit section AND email the feedback from the Writing Resource Center as verification of the meeting. Please contact me if you have questions about extra credit earned.
9. Cell Phones and Video Recordings
Please turn off all cell phones during class. Use of cell phones during class and/or video recordings of lectures is prohibited.
10. Communication with the Instructor
Please note emails will be responded to within 24-48 hours depending on the hour and day the email is received, i.e. weekend emails are replied to typically on Mondays. Plan accordingly.
11. 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.

12. 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.

13. 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 ASSIGNMENTS

KEY WRITTEN & ORAL ASSIGNMENTS

Informative Report Work Plan	5 percent
Informative Report	10 percent
Informative Presentation	10 percent
Analytical Report Work Plan	5 percent
Analytical Report	15 percent
Persuasive Presentation	15 percent
Motivational Speech Outline	5 percent
Motivational Speech Script	5 percent

Motivational Speech	10 percent
Total	80% of grade

MYLAB ONLINE ASSIGNMENTS AND EXERCISES

Online Simulations, Online Quizzes	10%
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Participation/Attendance	10%
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TOTAL Percentage	100%
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EXTRA CREDIT (1.5% of the final grade)

Meeting with the Writing Resource Center in advance of submitting the Informative Report or Analytical Report.

Grading Scale: Grades are based on a 10-point scale.

- 100-90 = A
- 89-80 = B
- 79-70 = C
- 69-60 = D

Please Note: This course does not offer a curve on assignments or final grades.

SPRING 2019 CLASS

(This is a tentative schedule and is subject to change at the instructor's discretion.)

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

W	01/09	Ch. 1	<ul style="list-style-type: none"> - Course objectives and requirements - Professional communication in a digital, social, mobile world - The communication process - Overcoming barriers to communication - Get Started with MyLab Business - Communication Due 11:59 p.m. on 01/16
M	01/14	Ch. 3	<ul style="list-style-type: none"> - Planning business messages - Analyzing audience
W	01/16	Ch. 11	<ul style="list-style-type: none"> - Business presentation planning

- Organizing and outlining your presentation
- Business presentations vs. speeches
- Developing effective multimedia aids

M	01/21		- Dr. Martin Luther King Jr. Day – University Closed
W	01/23	Ch. 11	- Practicing delivery; overcoming stage fright - Impromptu presentation practice - Developing an “elevator pitch” - Ch. 12 Simulation - Cover Letters & Resumes Due 11:59 p.m. on 01/30 - Ch. 12 Simulation – Interviewing Due 11:59 p.m. on 01/30

MODULE #2 – GETTING THE POSITION

M	01/28	Ch. 12	- Employment communication - Resume, cover letter, and LinkedIn profile
W	01/30	Ch. 12	- Employment communication - Interviewing/Networking - Salary Negotiation - Grammar Test Due 11:59 p.m. on 2/6

MODULE #3 – WRITING & SPEAKING YOUR WAY TO A PROMOTION

M	02/04	Appendix C -	- Improving grammar, mechanics, & usage
W	02/06	Ch. 3	- Writing business messages (Style) - Presentation sign-ups (informative and persuasive presentations, and speech) - Writing Style Test Due 11:59 p.m. on 2/13
M	02/11	Ch. 3	- Writing business messages cont. ... (Style) - INFORMATIVE REPORT WORK PLAN DUE at 11:59 p.m.
W	02/13	Ch. 8	- Business research - Planning reports and proposals - Skill building exercise: conducting research
M	02/18	Ch. 8	- Analyzing information - Skill building exercise: analyzing information

W	02/20	Ch. 9	- Preparing persuasive business proposals - Skill building exercise: writing proposals EXTRA CREDIT OPPORTUNITY: INFORMATIVE REPORT DRAFT DUE at 11:59 p.m.
M	02/25		- Continued: Skill building exercise: writing proposals
W	02/27	Ch. 10	- Preparing business reports - APA Style - INFORMATIVE REPORT DUE 11:59 p.m.
M	03/04		Spring Recess – No Class March 4-9
M	03/11	Ch. 7	- Using social media in business - Writing a blog - Online Class Exercise - ANALYTICAL REPORT WORK PLAN DUE 11:59 p.m.
W	03/13		- INFORMATIVE PRESENTATIONS
M	03/18		- INFORMATIVE PRESENTATIONS
W	03/20		- INFORMATIVE PRESENTATIONS
M	03/25		- INFORMATIVE PRESENTATIONS
W	03/27	Ch. 4	- Communicating routine messages - Role play: Congratulating your team
M	04/01	Ch. 6	- Communicating bad news - Role play: Performance review - EXTRA CREDIT OPPORTUNITY: ANALYTICAL REPORT DRAFT DUE at 11:59 p.m.
W	04/03	Ch. 5	- Communicating persuasive messages
M	04/08	Ch. 5	- Persuasive messages (cont.) - Role play: Sales and negotiation
W	04/10	Ch. 2	- Working with others: team communication - Role play: Corporate politics 101
M	04/15	Ch. 2	- Working with others: intercultural communication - Role play: Adapting to a new culture

			- ANALYTICAL REPORT DUE 11:59 p.m.
W	04/17		- PERSUASIVE PRESENTATIONS
M	04/22		- PERSUASIVE PRESENTATIONS
W	04/24	Ch. 11	- PERSUASIVE PRESENTATIONS
M	04/29	Ch. 11	- LAST DAY OF CLASS PERSUASIVE PRESENTATIONS - MOTIVATIONAL SPEECH OUTLINE SCRIPT DUE 11:59 p.m.
W	05/01		-READING DAY
M	05/06		- MOTIVATIONAL SPEECHES (Class Time: 2 p.m. – 4:30 p.m.)