

COMM 3160 - BUSINESS COMMUNICATIONS

Spring 2020

Sections 007, 008, 009, 010

Large Lecture: **Robinson 103** Labs: **007** - F: 8 – 8:50 | **008** F: 9:05 – 9:55 – **Denny 105**
T/R 8:30 – 9:20 **009** - F: 10:10 – 11 **Smith 301** | **010** – F: 11:15 – 12:05 – **Smith 301**

Instructor: **Henrique Viana, M.A.**

Office: **Colvard 5031**

Phone: **704-687-6614**

E-mail: hviana@uncc.edu

Office Hours: **T/R 1 – 2:15 or by appointment.**

Teaching Assistants:

Shannon McGevna (007, 008) - smcgevna@uncc.edu

Daviana Fraser (009, 010) - dfraser6@uncc.edu

Learning Objectives

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

1. Understand the communication process and recognize the role of audience in preparing and presenting messages
2. Appreciate diversity and intercultural differences as a part of the communication process
3. Understand and use technology to improve written and oral communication
4. Organize and develop effective informative and persuasive presentations
5. Understand and develop effective memos, letters, reports and proposals
6. Understand the job search process including cover letters, resumes and interviewing techniques
7. Understand interpersonal and group communication

REQUIRED TEXTBOOK: *Business Communication: Polishing Your Professional Presence* by Barbara Shwom and Lisa Guedenzoph Snyder, Pearson Publishing Company. 4th Edition.

Class Policies

1. Read assignments before class. If you do not understand certain concepts in the readings, ask questions in class or schedule a time to meet with the professor.

2. Attendance & Participation

- Regular attendance in class is expected. Students who attend class on a regular basis and attend on time usually earn a higher grade on assignments and exams
- **DON'T BE LATE.** It's rude to your fellow students.
- If you miss any class sessions, you are responsible for getting notes and finding out details about the assignments that have been discussed on that day from your colleagues.
- Attendance will be taken during Monday/Friday labs.

3. Oral Assignments

- **All students must wear professional business suits for presentations and interviews.**

4. Written Assignments

- All assignments you turn in must be typed in order to receive credit. No exceptions. Please use **12 point font size in Times New Roman. When you submit an assignment, please keep a copy for your records.**
- The resume, report and letter 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) - 4 each

- Organization (direct/indirect style) - 4 each
 - Misspelled words - 4 each
 - Format errors - 4 each
- Subject/verb agreement, awkward phrases, dangling - 2 each
 - expressions, tone, punctuation, grammar, conciseness, clarity, sentence/paragraph length, coherence, word choice, active/passive voice, parallelism, transitions

5. **Late Work:** Hard copies (not email versions) of the assignments are collected at the **beginning** of the class session (usually, within the first four minutes) on the day they are due. Assignments turned in after your TA has collected them (whether it's 2, 10 or 20 minutes) will have 6 points deducted. Assignments not turned in at all during the first 30 minutes of class are not accepted and will receive no credit. Just to be safe, make sure you are extra early on days assignments are due. For online interviews, there will be a submission date. Assignments **MUST** be submitted by the correct day and time, otherwise they will receive no credit.

6. If you miss an exam, assignment, presentation, or interview, you will receive a “zero” unless you have a documented, excused absence. In the case of an excused absence, it is up to you to schedule the exam and make up the work. Absences may be excused for personal illness (doctor’s note required) or participating as a University representative in an athletic or out-of-town event.

7. Carefully review your Scantron on multiple choice exams to ensure it correctly reflects your answers.

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>.

9. Diversity Statement

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.

10. 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 or visit their office in Fretwell 230.

Course Assignments

Exam #1	15%
Exam #2	15%
Resume	10%
Cover Letter	10%
Interview	10%
Report	5%
Presentation	10%
Final Exam	25%

GRADING SCALE

A 90 – 100

B 80 – 89

C 70 – 79

D 60 – 69

F below 60

Tentative Schedule

<u>DATE</u>	<u>READINGS</u>	<u>TOPIC/ASSIGNMENT</u>
R 1/9		- Course objectives and requirements
F 1/10		- Intros + Presentation Sign-up
T 1/14	Ch. 1	- Professional Presence
R 1/16	Ch. 1	- Presence Cntd.
F 1/17		- Fear of Public Speaking/ Language & Style
T 1/21	Ch. 2	- Interpersonal, Intercultural and Team Comm
R 1/23	Ch. 2	- Interpersonal, Intercultural and Team Comm
F 1/24		- Vocal & Physical Delivery
T 1/28	Ch. 3	- Managing Comm: ACE
R 1/30		- Applying ACE – Practice
F 1/31		- ACE Continued
T 2/4	Ch. 3 & 8	- ACE + Finding & Evaluating Info
R 2/6	Ch. 8	- Research Cntd.
F 2/7		- Research Exercise
T 2/11	Ch. 11	- Presentations
R 2/13	Ch. 11	- Presentations Cntd.
F 2/14		- Presentation Practice
T 2/18		- EXAM #1 (Chapters 1, 2, 3, 8 & 11)
R 2/20	Ch. 10	- Business Reports
F 2/21		- Presentations
T 2/25	Ch. 10	- Reports Cntd.
R 2/27	Ch. 5	- Persuasive Messages
F 2/28		- Presentations
T 3/3		- NO CLASS – SPRING BREAK

R 3/5		- NO CLASS – SPRING BREAK
F 3/6		- NO CLASS – SPRING BREAK
T 3/10	Ch. 5	- Persuasive Messages Cntd.
R 3/12	Ch. 7	- Using Social Media - Report Draft Due
F 3/13		- Presentations
T 3/17	Ch. 7	- Social Media Continued/ Report Due
R 3/19	Ch. 12	- Resumes, CL's and Interviews
F 3/20		- Presentations
T 3/24		- Navigating Job Applications
R 3/26		- Cover Letter Writing
F 3/27		- Presentations
T 3/31	Ch. 12	- Resumes, CL's and Interviews
R 4/2	Ch. 12	- Resumes, CL's and Interviews
F 4/3		- Resume/Cover Letter Draft Due (In class)
T 4/7		- EXAM #2 (Chapters 10, 5, 7 & 12)
R 4/9	Ch. 9	- Business Proposals - Resume/Cover Letter Due
F 4/10		- NO CLASS – GOOD FRIDAY
T 4/14	Ch. 9	- Proposals Cntd.
R 4/16	Ch. 6	- Bad News
F 4/17		- Interviews Due
T 4/21	Ch. 6	- Bad News
R 4/23		- Interviews Due
F 4/24		- Make up Day
T 4/28		- Make up Day
T 5/7		- FINAL EXAM 8:00 – 10:30 am - All chapters plus other lecture materials