

Business Communications

COMM 3160

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TEXTBOOK

“Business Communication: Polishing Your Professional Presence” by Barbara Shwom and Lisa Gueldenoph Snyder. Pearson Education, Inc. 4th edition.

Read through the [course policies](#).

Learning objectives

Want to have your ideas be part of the conversation at your workplace?

Want to be respected by colleagues?

Want to advance in your career?

Of course you do! While we’re not offering a money-back guarantee, one of the surest ways to succeed in your career is to improve your communication skills. That’s the overall goal of this class.

More specifically, here’s what you should be able to do by the time we complete this class. We call these learning objectives:

- Create communications that show an understanding of the role of the audience in the communication process.
- Demonstrate an understanding of how to communicate amid diversity and intercultural differences.
- Apply the principles for working effectively in a team setting.
- Demonstrate an understanding of how to use technology to improve written and oral communication
- Organize, develop and deliver effective business presentations.
- Apply the writing process to business correspondence -- including memos, letters and reports.
- Produce resumes and other employment-related communication that address the interests of the employer.

As we go through each unit, we'll introduce what each module is supposed to teach.

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>

Statements on disability and diversity

DISABILITY STATEMENT

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.

Please let me know how I can help you succeed in this course.

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 socioeconomic status.

Academic support services

Many services are available to students to help you succeed in this course and in your time here at the university. This [link \(Links to an external site.\)](#) takes you to many of these services, including tutoring, the Counseling Center, the University Writing Center and the Speaking Resource Center.

Of course, if you're having trouble with the content of this course, start by talking to me, either after class or by email.

Assignments and grading

ASSIGNMENTS

Here are the assignments, along with due dates for each one. You'll find a description of each assignment in Canvas, and what I'll be looking for in each assignment, and of course we'll go over them in class.

Late work

Assignments must be submitted in Canvas by 10 a.m. on the day stated in the syllabus. Beginning after that time, late work will be penalized 10 percent of the grade per day (For example, a 50-point assignment would cost you 5 points per day).

Letter grades

We'll follow the standard 10-percentage point grading scale used by UNCC. Since much of the grading is subjective (I'm evaluating how well you're communicating), I generally round up on final grades if your point total is close to a higher grade. I take into account class participation, signs of effort and improvement, and so on. Since we have so many points in the class, please be aware that "being close to the next grade" in terms of a percentage might not be close in terms of points, which is what I will go by.

100 to 90 percent	A
89 to 80 percent	B
79 to 70 percent	C
69 to 60 percent	D
Below 60 percent	F

Attendance

Showing up for class on time is expected and crucial to your success in this class. If you have an emergency or a contagious sickness or need to miss for some other reason, let me know ahead of time or as soon as you can afterward. While you do not need to share private details, you should at least let me know why you were absent so I can deem it a valid excuse. You must notify me before the next class or it is an unexcused absence.

Each unexcused absence costs you 10 points per absence from your final points total. You may not make up points lost from an absence.

If you miss a class, regardless of whether the absence is excused or unexcused, you are responsible for getting the notes you missed from another student. Please do not ask me to sum up what we talked about in class that day or send you the PowerPoint.

Netiquette

OK, I hate made-up words, but this one's efficient -- dealing with the behavior you should exhibit online.

Here are some suggestions:

- Start practicing the professionalism now that will be expected of you later in the workplace: Treat people with respect in all communications.
- Because time is money (ouch, a cliché!), prepare so that you can get to the point immediately in what you have to say.
- Don't send unnecessary emails.
- Listen and learn from criticism. Don't take it personally. Respond with restraint and reason -- not emotion.
- Show people you respect them and yourself by proofreading your communications. Sloppiness annoys your readers and kills your credibility.
- Don't ridicule other people's efforts.
- Display the "you attitude" (we'll get to this in class) in all your communication.

Much of your interaction in this class will be with me. I welcome comments, suggestions, questions and respectful criticisms. The best way to reach me is by email (jcpaddoc@uncc.edu). Please note the following:

- I don't have a doctorate, so you can refer to me as "Mr. Paddock" or "Professor Paddock."
- Proofread your emails. If you type out something quickly, you'll invariably leave out a crucial word. I'm an editor by trade and while I'm a nice person (I think), sloppiness does not impress me. Your communications with me are how I will know you through much of this course.
- I will do my best to respond within 24 hours.
- If I'm not clear in my answers, please ask again.

I will communicate with the class via email. You are responsible for responding accordingly to any emailed information.

AUG 20 INTRO TO CLASS

UNIT 1: INTRODUCTION TO BIZ COMM

AUG 22 Professional presence. Skills required of you. Benefits of communication

Assignments due Aug. 27

[ASSIGNMENT: How Communication Matters on Your Job](#)

[ASSIGNMENT: Skills you'll need for the job you want](#)

AUG 27 Want to be a leader? 1.0 vs. 2.0. Definition of communication

AUG 29 Visual communication

UNIT 2: INTERPERSONAL COMMUNICATIONS

SEPT 3 Diversity

Assignment due Sept. 5

[ASSIGNMENT: Diversity essay](#)

SEPT 5 Working as a team

Assignment due Sept. 10

[ASSIGNMENT: Team reflection](#)

SEPT 10 Resolving conflict

SEPT 12 Listening

UNIT 3: ORAL COMMUNICATION

Assignment due Sept. 24

[ASSIGNMENT: PowerPoint presentation](#)

SEPT 17 What it's about

SEPT 19 Confidence in workplace

Assignment due Sept. 24

[ASSIGNMENT: Confidence assessment](#)

SEPT 24 Giving presentations

SEPT 26 Giving presentations

UNIT 4: THE WRITING PROCESS

OCT 1 STEP 1: Considering your audience, purpose

OCT 3 Organizing

OCT 8 FALL BREAK

Assignment due Oct. 10

[ASSIGNMENT: Blockbuster memo](#)

OCT 10

OCT 15 STEP 2: Writing

OCT 17

OCT 22

OCT 24

OCT 29 STEP 3: Editing

Assignment due Oct. 31

[ASSIGNMENT: Take a memo](#)

OCT 31

UNIT 5: EMPLOYMENT COMMUNICATIONS

Assignment due Nov. 5

[ASSIGNMENT: Conciseness exercise](#)

NOV 5 Intro to employment scene, resumes

NOV 7 Resumes

NOV 12 Cover letters

NOV 14 Interviewing

Assignment due Nov. 19

[ASSIGNMENT: Resume](#)

[ASSIGNMENT: Cover letter](#)

NOV 19 STUDENTS GIVE PRESENTATIONS

NOV 21 STUDENTS GIVE PRESENTATIONS

NOV 26 STUDENTS GIVE PRESENTATIONS

NOV 28 THANKSGIVING

Assignment due Dec. 3

[ASSIGNMENT: Thank you note](#)

DEC 3