COMM 3160-014 Business Communication

Fall 2019

(3 credit hours; CRN 14220)

Instructor:	Dr. Nance Riffe	**Email:**	nriffe@uncc.edu
Class:	MW 4:00 – 5:15 p.m.	**Location:**	Friday 386
Office Hours:	1:00 – 2:30 Wed or by appt	**Office:**	Colvard 5054A

COURSE OVERVIEW

University Catalog Description

COMM 3160. Business Communication. (WO) (3) Prerequisite: Junior Standing. The nature and problems of individual, interpersonal, and organizational communication in business. Various verbal techniques such as presentations, graphics, 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.

CATT Statement

All core courses in the Belk College of Business Administration are committed to fulfilling one or more of four major competency areas identified by the letters CATT: Communication and Technology Skills, Adaptability to Change, Globalization, and Diversity, Teamwork and Leadership, and Thinking, Integration, and Problem Solving. COMM 3160 is targeted at the first of these learning outcomes, Communication and Technology Skills.

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. understand and use technology to improve written and oral communication
3. analyze internal and external business audiences and situations that
4. are common in the business profession
5. understand and apply effective writing and speaking techniques.

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

FACULTY INFORMATION
Dr. Nance Riffe
5054A Colvard Building
nriffe@uncc.edu

SCHEDULE **MW 4:00 P.M. – 5:15 P.M. FRIDAY 386**

OFFICE HOURS **W 1:00 – 2:30 P.M.*** **COLVARD 5054A**
*or by appointment

CLASS POLICIES/BUSINESS "BEST PRACTICES" – SYLLABUS CONTRACT

Canvas
Be sure to check Canvas weekly for updates. (All opportunities for Bonus Points will be available through Canvas! It's worth checking regularly.) Assignments, review sheets, speaking schedules, observation forms, and instructor noted will be posted there.

Communication and Name Preference
I prefer to communicate via email; you are most likely to get a response quickly through email. Tip for success: I appreciate a salutation (Dr. Riffe, Hi Dr. Riffe, etc) and a closing (Thanks, Stephanie). There is certainly no grade or evaluation associated with email formatting; I just think it's nice to let you know my preferences. ☺ Please allow 24 hours for a response during the week and 48 hours over the weekend.
My preferred name is Dr. Riffe. (It rhymes with "life.") I use the pronouns she, her, hers.

This course affirms people of all gender expressions and gender identities. If you prefer to be called a different name than what is indicated on the class roster, please let me know. Feel free to correct me on your preferred gender pronoun. If you have any questions or concerns, please do not hesitate to contact me.

Course Policies
While the following course policies outline my expectations for the classroom, I am always willing (perhaps more so than others) to provide accommodations and flexibility if you have a specific need. In order for me to be accommodating and flexible, however, you need to contact the Office of Disability Services. Please feel free to talk to me about any learning challenges or obstacles you may face, if you are comfortable doing so.

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. Students in this course seeking accommodations to

disabilities must first consult with the Office of Disability Services (704-687-0040) or in Fretwell 230 and follow the instructions of that office for obtaining accommodations.

Attendance

In a different kind of class, my attendance policy would likely be something along the lines of: you should find the class interesting enough to come to it.

Business Communication is a different kind of class.

The first sentence still applies: I truly do hope that the content is interesting enough to keep you coming back. However, this class requires that you be present on days when you are scheduled to speak and on days when your peers are scheduled to speak in addition to regular class days of lecture, discussion, tests, etc.

Because the success of the class requires your consistent attendance, attendance will be recorded for each class. Students are allowed to miss two (2) unexcused session without penalty. (If you know in advance that you have to miss a class, please talk to me and we can work something out.) ***Any unexcused absence beyond the allotted two (2) will result in a 20 point penalty to the student's final grade for each unexcused absence beyond two (2).***

If you miss your scheduled presentation day, you will not be allowed to make up the missed presentation. The only exception is if you have documentation from your doctor, documentation from a funeral, or documentation from a court date. (And, in the cases of funerals and courts, you should know a few days before the event and should contact your instructor for alternate plans.) The documentation must clearly outline the times that you were not able to be at school and should be provided within one day of the absence.

If you do not follow these rules and complete the presentations as scheduled or provide the appropriate documentation, you will receive zero points for the assigned speech/presentation.

Similarly, peer observation and critique are an important element of this class. If you are absent unexcused on the day you are scheduled to observe a peer, you will lose all points for the observation assignment.

Please don't arrive late to class or leave early without first informing the instructor. ***Late arrivals and early departures will be counted as unexcused absences.*** (I'm pretty laid back. Let me know what's going on ahead of time, and we can probably work something out.)

Make Up and Late Assignments

There are no routine make-up attendance opportunities available for this course. Therefore, students should attend class! ***There will be NO late assignments accepted, except when permission by the instructor is granted based on conflicts or medical emergencies.*** Conflict permission is required well before – no sooner than two weeks –

the assignment date. Legitimate medical emergencies, not merely some state of less than perfect health that occasionally arises, must be reported to the instructor NO LATER THAN THE DATE OF THE ASSIGNMENT (by email or in person; DO NOT leave notes in my mailbox or under my door, as I cannot then determine a day/time for their receipt). Students MUST provide supporting documents, such as doctor's notes, no later than the first class attended following a legitimate emergency or absence.

Incompletes
The mark of "I" (incomplete) is an exceptional mark that is an instructor's option. It is given only to a student whose work in a course has been qualitatively satisfactory, when, because of illness or other circumstances beyond the student's control, she or he has been unable to complete some small portion of the course's work. In no case will the mark of "I" be recorded for a student who has not completed the major portion of the work in the course. This "major portion" is at the discretion of the instructor. The instructor reserves the right to determine whether a student is eligible for an incomplete contract. A student receiving an Incomplete will have one year to complete the coursework. In the meantime, said student's grade will be recorded as an "I." If, after a year from the assignation of the incomplete, a student has not fulfilled her or his obligations to complete the course assignments, the student's grade will be changed to an "F," "N," or "U."

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.
My classrooms and my office are considered safe spaces.

Class Recording and Social Media Policy
The instructor requires that students ask permission to audio record, video record, live tweet, take pictures of, transmit pictures of, or live stream any portion of the lecture/discussion for each day. If any portion of the lecture/discussion for each day appears on social media or media sharing sites, the instructor reserves the right to pursue the case with Judicial Affairs at UNC Charlotte. Course materials, including what is discussed in class, are considered intellectual property and, as such, will be protected to the fullest extent of the law.

Code of In-Class Student Conduct & Technology Policy
UNC Charlotte requires that students behave in a manner that is conducive to a teaching/learning environment. Students who engage in behavior that is disruptive or obstructive to the teaching/learning environment will be subjected to disciplinary sanctions outlined by the Code of Student Conduct.

Disruptive/obstructive behavior includes, but is not limited to: physical abuse, verbal abuse, threats, stalking, intimidation, harassment, hazing, possession of controlled substances, possession of alcohol, or bribery.

Also, the instructor requests that students turn off and/or put away all cell phones and other electronics and recreational materials that might disrupt the flow of classroom learning and discussion. There will be occasions when the instructor will require "screens down" for all laptops.

Code of Academic Conduct

All students in attendance at UNC Charlotte are expected to be honorable and to observe standards of conduct appropriate to a community of scholars. The University expects from its students a higher standard of conduct than the minimum required to avoid discipline. Academic misconduct includes all acts of dishonesty in any academically related matter and any knowing or intentional help or attempt to help, or conspiracy to help, another student commit an act of academic dishonesty. Academic dishonesty includes, but is not necessary limited to, the following acts when performed in any type of academic or academically related matter, exercise, or activity:

1. cheating – using or attempting to use unauthorized materials, information, study aids or computer-related information
2. plagiarism – representing the words, data, works, ideas, computer programs or output, or anything not generated in an authorized fashion, as one's own
3. fabrication – presenting as genuine any invented or falsified citation or material
4. misrepresentation – falsifying, altering or misstating the contents or documents or other materials related to academic matters, including schedules, prerequisites and schedules.

This class adheres to the UNC Charlotte honor code: *"A Niner shall strive for academic excellence in and out of the classroom while maintaining academic honesty and ethical values. A Niner shall act to uphold and improve one's self, the community, and the high standards of the institution."*

Sexual Harassment, Sexual Assault, Domestic Violence, Dating Violence

UNC Charlotte is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these incidents, know that you are not alone. UNC Charlotte has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

Please be aware that many UNC Charlotte employees, including all faculty members, are considered Responsible Employees who are required to relay any information or reports of sexual misconduct they receive to the Title IX Coordinator. This means that if you tell me about a situation involving sexual harassment, sexual assault, dating violence, domestic violence, or stalking, I must report the information to the Title IX Coordinator. Although I have to report the situation, you will still have options about how your case will be handled, including whether or not you wish to pursue a formal complaint. Our goal is to make sure you are aware of the range of options available to you and have access to the resources you need.

If you wish to speak to someone confidentially, you can contact any of the following on-campus resources, who are not required to report the incident to the Title IX Coordinator: (1) University Counseling Center (counselingcenter.uncc.edu, 7-0311); (2) Student Health Center (studenthealth.uncc.edu, 7-7400); or (3) Center for Wellness Promotion (wellness.uncc.edu, 7-7407). Additional information about your options is also available at titleix.uncc.edu under the "Students" tab.

Grading

Assignment	Points
Elevator Pitch	50 pts
Memo	25 pts
Career Briefing	50 pts
Persuasive Analytical Proposal	75 pts
Persuasive Report Presentation	100 pts
Persuasive Report Analysis	25 pts
Team Informative Report	75 pts
Team Informative Report Presentation	100 pts
Participation/Quizzes	50 pts
Midterm Exam	100 pts
Final Exam	100 pts
Total Points Available	750

A = 675 – 750

B = 600 - 674

C = 525 - 599

D = 450 - 524

F = 0 - 449

Student Consent and Instructor Elasticity
The instructor stipulates that a student's receipt of this syllabus shall act as a contract between the instructor and the student. Receipt of this syllabus presupposes that a student has read and understands the policies contained herein. The instructor reserves the right to amend course assignments, assignment weights, readings and non-administrative items contained in this syllabus. The instructor will notify students through Canvas, email, and/or orally of any changes to this syllabus/contract.