

## **BUSINESS COMMUNICATIONS**

**COMM 3160 – SPRING 2019**  
**COMM 3160-015 TR 8:30 a.m. - 9:45 a.m. FRIDAY 386**

**Melody Dixon-Brown, M.B.A.**

### 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 TEXTBOOK**

*Business Communication: Polishing Your Professional Presence* by Shwom and 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.

**FACULTY INFORMATION** Melody Dixon-Brown  
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704-687-0761  
[melodydb@uncc.edu](mailto:melodydb@uncc.edu)

**FAX NUMBER:** 704-687-5286

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

Log on using your NinerNet username and password.

### **OFFICE HOURS**

**Tuesdays and Thursdays**

**11:30 a.m. – 12:30 p.m.**

**VIRTUAL OFFICE (SKYPE, Google Hangouts)**

**Fridays**

**2:00 p.m. – 5:00 p.m.**

\* Other office hours available by appointment \*

### **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!**

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 (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.**
  - 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.**

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, but not the speeches. 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. The IT service desk or Canvas Support 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 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:

<b>CONTENT (60 %)</b> <ul style="list-style-type: none"><li>- Content (missing important information/details)</li><li>- Organization (direct/indirect style)</li></ul>
<b>WRITING AND GRAMMAR (30 %)</b> <ul style="list-style-type: none"><li>- Misspelled words</li><li>- Format errors</li><li>- Subject/verb agreement, awkward phrases, dangling expressions, tone, punctuation, grammar, conciseness, clarity, sentence/paragraph length, coherence, word choice, active/passive voice, parallelism, transitions</li></ul>
<b>FORMATTING (10 %)</b>

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.**
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 two class periods after receiving the graded work.
8. Extra Credit  
A maximum of ten points in extra credit may be earned on specified assignments and/or attendance. 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. 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.*

11. 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.*

12. 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

Memo Re: Informative Report Work Plan	25 points
Informative Report Draft	50 points
Informative Report	100 points
Informative Presentation	100 points
Memo Re: Analytical Report Work Plan	25 points
Analytical Report Draft	50 points
Analytical Report	100 points
Persuasive Presentation	100 points
Motivational Speech Outline & Script	30 points
Motivational Speech	100 points

### MYLAB ONLINE ASSIGNMENTS AND IN-CLASS EXERCISES

Online Simulations, Online Quizzes	260 points
In-class Exercises	60 points

**TOTAL POINTS** **1000+**

### EXTRA CREDIT (10 points each)

Attendance, Speaking Center, Niblock Student Center, etc. -----

### GRADING SCALE

A	920 – 1000+
B	839 – 919
C	758 – 838
D	677 – 757
F	676 and below

<b>SPRING 2019 CLASS - TENTATIVE SCHEDULE</b>
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DATE	READINGS	TOPIC/ASSIGNMENT
<b>MODULE #1 – ESTABLISHING A BUSINESS COMMUNICATION FOUNDATION</b>		
R	1/10	Ch. 1
		<ul style="list-style-type: none"> <li>- Course objectives and requirements</li> <li>- Professional communication in a digital, social, mobile world</li> <li>- The communication process</li> <li>- Overcoming barriers to communication</li> <li>- <b>Get Started With MyLab Business Communication Due 11:00 p.m. on 1/20</b></li> <li>- <b>Introduction to Dynamic Study Module</b></li> <li>- <b>MyLab: Ch. 1 Video Quiz and Ch. 3 Study Module due 11:00 p.m. on Sunday, 1/20</b></li> </ul>
T	1/15	Ch. 3
		<ul style="list-style-type: none"> <li>- Planning business messages</li> <li>- Analyzing audience</li> <li>- <b>Ch. 3 Quiz Due 11:00 p.m. on 1/27</b></li> <li>- <b>Ch. 3 Simulation Due 11:00 p.m. on 1/27</b></li> </ul>
R	1/17	Ch. 11
		<ul style="list-style-type: none"> <li>- Business presentation planning</li> <li>- Organizing and outlining your presentation</li> <li>- Business presentations vs. speeches</li> </ul>
T	1/22	
		<ul style="list-style-type: none"> <li>- Developing effective multimedia aids</li> <li>- <b>Ch. 11 Quiz Due 11:00 p.m. on 1/27</b></li> <li>- <b>Ch. 11 Simulation Due 11:00 p.m. on 1/27</b></li> </ul> <p>- <b>Extra Credit (10 points; completed by noon on 4/23)</b>  <b>University Speaking Center</b>  <b>1. Attend workshop OR</b>  <b>2. Attend 30-minute consultation</b></p>

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| R | 1/24 | Ch. 11 | <ul style="list-style-type: none"> <li>- Practicing delivery; overcoming stage fright</li> <li>- Impromptu presentation practice</li> <li>- Developing an “elevator pitch”</li> <li>- <b>Ch. 12 Quiz Due 11:00 p.m. on 2/3</b></li> <li>- <b>Ch. 12 Simulation - Cover Letters &amp; Resumes Due 11:00 p.m. on 2/3</b></li> <li>- <b>Ch. 12 Simulation – Interviewing Due 11:00 p.m. on 2/3</b></li> </ul> |
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**MODULE #2 – GETTING THE POSITION!**

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| T | 1/29 | Ch. 12 | <ul style="list-style-type: none"> <li>- Employment communication</li> <li>- Resume, cover letter, and LinkedIn profile</li> <br/> <li>- <b>Extra Credit (10 points; completed by 2:00 p.m. on 4/11); attend ONE Niblock Student Center “Lunch &amp; Learn” or “Meet-Up” Event (<u>advanced registration required</u>)</b></li> </ul> |
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| R | 1/31 | Ch. 12 | <ul style="list-style-type: none"> <li>- Employment communication</li> <li>- Interviewing/Networking</li> <li>- Salary Negotiation</li> <li>- <b>Grammar Test Due 11:00 p.m. on 2/10</b></li> </ul> |
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**MODULE #3 – WRITING & SPEAKING YOUR WAY TO A PROMOTION!**

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| T | 2/5 | Appendix C | <ul style="list-style-type: none"> <li>- Improving grammar, mechanics, &amp; usage</li> <li>- Skill building exercise: Grammar Jeopardy</li> <li>- <b>Writing Style Test Due 11:00 p.m. on 2/17</b></li> </ul> |
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| R | 2/7 | Ch. 3 | <ul style="list-style-type: none"> <li>- Writing business messages (Style)</li> </ul> |
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T	2/12	Ch. 3	<ul style="list-style-type: none"> <li>- Writing business messages (Style)</li> <li>- Skill building exercise: writing memos</li> <li>- <b>Presentation sign-ups (informative and persuasive presentations, and speech)</b></li> <li>- <b>Chapter 8 Simulation Due 11:00 p.m. on 2/24</b></li> <li>- <b>Chapter 10 Simulation Due 11:00 p.m. on 2/24</b></li> </ul>
R	2/14	Ch. 8	<ul style="list-style-type: none"> <li>- Business research</li> <li>- Planning reports and proposals</li> <li>- Skill building exercise: conducting research</li> </ul>
T	2/19	Ch. 8	<ul style="list-style-type: none"> <li>- Analyzing information</li> <li>- Skill building exercise: analyzing information</li> <li>- <b>INFORMATIVE REPORT WORK PLAN DUE 5:00 p.m.</b></li> </ul>
R	2/21	Ch. 9	<ul style="list-style-type: none"> <li>- Preparing persuasive business proposals</li> <li>- Skill building exercise: writing proposals</li> </ul>
T	2/26	Ch. 10	<ul style="list-style-type: none"> <li>- Preparing business reports</li> <li>- APA Style</li> <li>- Skill building exercise: writing reports</li> <li>- <b>Complete Quizzes (Chapters 8, 9, 10) Due 11:00 p.m. on 3/3</b></li> <li>- <b>INFORMATIVE REPORT DRAFT DUE 5:00 p.m.</b></li> </ul>
R	2/28	Ch. 7	<ul style="list-style-type: none"> <li>- Using social media in business</li> <li>- Writing a blog</li> <li>- Skill building exercise: Online Class Exercise</li> </ul>
M	3/4-9		- <b>SPRING RECESS – No Classes</b>
T	3/12	Ch. 4	<ul style="list-style-type: none"> <li>- Communicating routine messages</li> <li>- Role play: Congratulating your team</li> <li>- <b>ANALYTICAL REPORT WORK PLAN DUE 5:00 p.m.</b></li> </ul>

R	3/14	Ch. 6	- Communicating bad news - Role play: Performance review - <b>INFORMATIVE REPORT DUE 5:00 p.m.</b>
T	3/19		- INFORMATIVE PRESENTATIONS
R	3/21		- INFORMATIVE PRESENTATIONS
T	3/26		- INFORMATIVE PRESENTATIONS
R	3/28		- INFORMATIVE PRESENTATIONS - <b>ANALYTICAL REPORT DRAFT DUE 5:00 p.m.</b>
T	4/2	Ch. 5	- Communicating persuasive messages - <b>Ch. 2 Simulation Due 11:00 p.m. on 4/7</b> - <b>Ch. 2 Video Quiz Due 11:00 p.m. on 4/7</b>
R	4/4	Ch. 5	- Persuasive messages (cont.) - Role play: Sales and negotiation
T	4/9	Ch. 2	- Working with others: team communication - Role play: Corporate politics 101
R	4/11	Ch. 2	- Working with others: intercultural communication - Role play: Adapting to a new culture
T	4/16		- Review of business presentations vs. speeches - <b>ANALYTICAL REPORT DUE 5:00 p.m.</b>
R	4/18		- PERSUASIVE PRESENTATIONS
T	4/23		- PERSUASIVE PRESENTATIONS
R	4/25		- PERSUASIVE PRESENTATIONS
T	4/30		- PERSUASIVE PRESENTATIONS

W	5/1	- <b>READING DAY</b>
T	5/7	- <b>MOTIVATIONAL SPEECHES</b> (Meeting time: 8:00 a.m. – 10:30 a.m.)
F	5/10	- <b>COMMENCEMENT FOR BELK COLLEGE</b>