Faculty Name and Contact Information

J. Joy Davis, MBA  
Office Hours: TR BY appointment  
Email: joy.davis@uncc.edu  
(Email is the best way to contact. Allow for 24 hours response time.)

Required Texts

Course Description

COMM 3160. Business Communications (WO). Junior Standing. The nature and problems of individual, interpersonal and organizational communication in business. Various verbal techniques such as business presentations and writing will be developed and practiced for effective organizational and individual performance.

Course Structure
Weekly lectures, class discussions, guests’ lectures and oral presentations will comprise class sessions. This is a seminar-style course. As such, students are expected to contribute to class discussion. Some of the class sessions and materials will be directed on Canvas. Refer to the class schedule for specific dates.

Learning Objectives
Upon completion of this course, you should be able to:
Understand the communication process and recognize the role of the audience in preparing and presenting messages.
Understand and apply effective speaking and writing techniques.
Understand and use technology to improve written and oral communication.

Course Website
https://canvas.uncc.edu (Access via your NInerNet username and password)
MyBCommLab (Access for all homework highlighted in red in the course schedule)

Course Expectations
Today is the FIRST day of the rest of your life. You will excel if you treat it as such AND you will also reap the rewards. I expect GREATNESS.
Attendance: Class attendance is mandatory. Come to class on time and plan to stay for the full class period. It is NOT ACCEPTABLE to be regularly tardy for class. Expect pop quizzes and/or in-class assignments and if you are tardy or leave class early then you may not make it up. Attendance checks will take place one per week on varying class days.

5 points will be deducted for each unexcused absence from your final total points. Absences are excused only if a student has a documented illness (specific excuse from a doctor) or other emergency absence permitted by the University. If you are late or leave early – first/last 15 minutes – 5 points will be deducted from your final total points. On Presentation and Guest Speaker class days; ATTENDANCE IS MANDATORY. 10 ADDITIONAL POINTS WILL BE DEDUCTED FROM YOUR FINAL GRADE FOR EACH PRESENTATION DAY MISSED.

If you work or have other activities scheduled during any of the hours of our class then you should NOT take this course. A university-approved excuse covers extended absences due to family crisis, being on a university sports team or approved organization. This note must come from the Dean of Students or the Athletic Department.

No talking, no outside work or sleeping during class lectures.

Technology Policy: No usage of cell phones/music or earphone equipment.

No cell phones should be out during class times. This includes simply sitting at your desk. While you may use your laptop for notes, the use of your laptop for anything other than note taking will not be tolerated. Students caught doing so will be asked to close their laptop for the remainder of the class.

Remain for the entire class period unless extenuating circumstances prevail (please discuss IN ADVANCE with the instructor). It is your responsibility to get any work you miss from class (notes, assignments) from a fellow student.
Participation in class discussion on readings and viewings is expected. Your contribution should reflect that you have read and engaged with course materials and that you are making connections between course materials and your own outside readings.

No Extra Credit will be offered to any one student that is not offered to the entire class. It is unfair for me to make a deal with you that are not offered to the entire class. There will be extra credit opportunities offered throughout the course.

Grades are posted on Canvas. The assignments in COMM 3160 are weighted. Therefore, I am unable to calculate your grade for you until all assignments have been submitted. No final grade will be changed unless there is a calculation error. Adhere to all deadlines to receive full credit.

Questions about grades MUST be discussed within (2) class periods after receiving the graded work.

Grade Appeals - I will not discuss assignment grades or test items on the day an assignment or test is returned. All other discussion of grades will occur after at least one day (24 hours) and no more than two class periods after the assignment has been returned. If you are absent on the day of return, your time frame for an appeal is the same as for those students that were present on return day. To make an appeal, please email me within the appropriate time frame with a detailed argument explaining why you believe you deserve a different score. You will also need to return the graded assignment the class period following your email so I can compare it to your email. I will comment on your argument by either agreeing or disagreeing. If I agree with you, you will receive the points. If I disagree, you have the opportunity to make an appointment during office hours. No grade appeals will be heard following the last day of classes unless it concerns a grade returned during the final exam period. In this case, an email as described above must be sent before the end of my office hours scheduled during the final exam period.

If you miss an EXAM, WRITTEN ASSIGNMENT or PRESENTATION, you will receive a “zero” unless a documented excuse from the Dean of Students office is presented.
Once the first exam has been completed and turned in, students who arrive late will not be permitted to take the exam.

**Oral Assignments:**
All presentations are conducted during class time.
Business attire is required to present. Ten points will be deducted from final presentation grade for inappropriate attire or tardiness on presentation day.

**Written Assignments**
You will use Canvas to turn in assignments. No print outs or email assignments are permitted.
IT Service Desk (704-687-5500) is available if you encounter technical difficulties. Plan ahead as technical difficulties are not considered an excuse for late assignments and any work turned in after the deadline will not be accepted. You are welcome to turn in early.
Vericite plagiarism detection used when submitting courses via Canvas.

**Online Homework Assignments:**
Online homework 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 the homework assignments.
MyLab homework is noted in red in the syllabus.

**Grading Scale:**
Your final grade in the course is based upon a 10-point scale

- **A** = 90-100
- **B** = 80-89
- **C** = 70-79
- **D** = 60-69
- **F** = Below 59

**UNC Charlotte Email Account:** Peruse your UNC Charlotte email account regularly for announcements and emails from me. This is the only email account to which I will send correspondence.
Academic Integrity: All work is governed by the UNCC Code of Student Academic Integrity (http://legal.uncc.edu/policies/up-407). Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the professor.

COMM 3160 COURSE GRADES

EXAMS
Exam # 1  (50 questions)  100 points
Exam # 2  (cumulative)  100 points

KEY WRITTEN & ORAL ASSIGNMENTS
Informative Report  100 points
Informative Presentation  100 points
Analytical Report  100 points
Persuasive Presentation  100 points

ONLINE HOMEWORK AND IN-CLASS EXERCISES
Online Simulations, Online Quizzes, In-class Exercises, Homework

EXTRA CREDIT
Career Center/University Speaking Center -------
*Point allotment and weight may vary

Class Schedule
Our class schedule is subject to change during the semester. Refer to Canvas and MyBCommLab on expanded details and assignment instructions.
T 8/20
Course objectives and requirements
- Get Started With MyLab Business Communication Due 11:00 p.m. on 8/25
- Ch. 1 Video Quiz Due 11:00 p.m. on 8/25

R 8/22
NO CLASS
Assignment:
Career Center - Report to University Career Center during class time to schedule your resume assessment and mock interview.
*Resume assessment/feedback must be scheduled prior to 9/10

T 8/27
Ch. 1
- Professional communication in a digital, social, mobile world
- The communication process
- Overcoming barriers to communication
Ch. 3
- Managing the Communication Process
-ACE
- Ch. 3 Quiz Due 11:00 p.m. on 8/25
- Ch. 3 Simulation Due 11:00 p.m. on 8/25

R 8/29
NO CLASS- Per University Provost
GO NINERS!!!
- Ch. 11 Quiz Due 11:00 p.m. on 9/1
- Ch. 11 Simulation Due 11:00 p.m. on 9/1

T 9/3
Ch. 11- Business presentation planning
- Organizing and outlining your presentation
- Business presentations vs. speeches
- Extra Credit (10 points MAX; completed by start of class on TUESDAY, 12/3)
  1. University Speaking Center - Attend workshop OR attend 30-minute consultation (come prepared with your Informative or Analytical Presentation)
  OR
  2. Career Center Mock Interview

R 9/5
Ch. 11 - Practicing delivery; overcoming stage fright
- Impromptu presentation practice
- Developing an “elevator pitch”
- Developing effective multimedia aids
- Ch. 12 Quiz Due 11:00 p.m. on 9/15
- Ch. 12 Simulation - Cover Letters & Resumes Due 11:00 p.m. on 9/15
- Ch. 12 Simulation – Interviewing Due 11:00 p.m. on 9/15

MODULE #2 – GETTING THE POSITION!

T 9/10
Ch. 12 - Employment communication
- Resume, cover letter, and LinkedIn profile
- In Class Exercise: Create LinkedIn profile (Bring Career Center resume feedback along with the revised copy that includes their suggested changes)

R 9/12
Ch. 12 - Employment communication- Interviewing/Networking
- Salary Negotiation
- Writing Style Test Due 11:00 p.m. on 9/22

MODULE #3 – WRITING & SPEAKING YOUR WAY TO A PROMOTION!
Appendix C -- Improving grammar, mechanics, & usage
- In Class Exercise: Grammar Activity
Grammar Test Due TODAY 11:00 p.m.

R 9/19
Ch. 8- Business research
- Planning reports and proposals
- Skill building exercise: conducting research
Ch. 8- Analyzing information
- Skill building exercise: analyzing information

T 9/24
- Presentation sign-ups (informative and persuasive presentations, and speech)
  - Chapter 8 Simulation Due 11:00 p.m. on 9/29
  - Chapter 10 Simulation Due 11:00 p.m. on 9/29

R 9/26
GUEST SPEAKER
*Missed class = 10 points

T 10/1
Ch. 9- Preparing persuasive business proposals
Ch. 10- Preparing business reports
- APA Style
- Complete Quizzes (Chapters 8, 9)
Due 9/29 11:00 p.m.
  - INFORMATIVE REPORT OUTLINE DUE (Only President submits) 5:00 p.m.

R 10/3
- MID TERM (EXAM 1)

T 10/8
FALL BREAK

R 10/10
GROUP WORK/ MEET OUTSIDE CLASS
- INFORMATIVE REPORT DRAFT DUE
  5:00 p.m

T 10/15
Ch. 7 - Using social media in business
  - Writing a blog
In Class Exercise: Bring Informative Report Draft to Class
- Writing Resource Center

R 10/17
NO CLASS
INFORMATIVE REPORT DUE at 8:00 p.m.

T 10/22
Ch. 4 - Communicating routine messages
Ch. 6 - Communicating bad news
- Role play: Performance review (Partner Work)

R 10/24
Ch. 11 - INFORMATIVE PRESENTATIONS

T 10/29
Ch. 11 - INFORMATIVE PRESENTATIONS

R 10/31
NO CLASS

T 11/5
Ch. 11 - INFORMATIVE PRESENTATIONS

R 11/7
Ch. 2 - Working with others: team communication
  - Ch. 2 Simulation Due 11:00 p.m. on 11/3
  - Ch. 2 Video Quiz Due 11:00 p.m. on 11/3
  - ANALYTICAL REPORT DRAFT DUE 8:00 p.m.

T 11/12
Ch. 5 - Communicating persuasive messages
Ch. 8 - Analyzing information
- Skill building exercise: analyzing information

R 11/14
NO CLASS
- ANALYTICAL REPORT DUE 8:00 p.m.

T 11/19
- Ch. 11 - PERSUASIVE PRESENTATIONS

R 11/21
- Ch. 11 - PERSUASIVE PRESENTATIONS

T 11/26
- Ch. 11 - PERSUASIVE PRESENTATIONS

R 11/28
HAPPY THANKSGIVING!

T 12/3
- Ch. 11 - PERSUASIVE PRESENTATIONS

R 12/5
Reading Day

FINAL EXAMS

COMMENCEMENT
Final Grades Inputted By:
12/16 @ Noon
ABSENCE VERIFICATION

Common Myths Regarding Absences

1. SASS approves/excuses absences.
   FALSE: SASS verifies documentation to advocate for a student’s professors to work with them in the event they have a circumstance that falls under SASS’s criteria and their professors are unwilling to work with them. Professors have complete authority to excuse absences with or without SASS’s verification.

2. Professors need approval from SASS to work with students regarding needing accommodations.
   FALSE: Professors have the ability to work with students regardless of a student obtaining absence verification.

3. SASS verifies all types of absences.
   FALSE: SASS does not verify any absences that do not fall under SASS’s criteria. This includes but is not limited to: conferences, car trouble, weather issues, personal activities, work, weddings, travel, and vacations. However, professors have the ability to excuse students or work with students for reasons SASS does not verify.

REASONS THAT SASS WILL VERIFY

1. Medical Emergency
2. Personal/Family Emergency (immediate family members only: parent, child, sibling, and grandparent)
3. Military Orders
4. Court Orders (jury duty, victim of a crime, or subpoenaed witness)

UNIVERSITY ATTENDANCE POLICY

Each instructor determines the classroom policies (including attendance regulations) for his or her courses. In general, students are expected to attend punctually all scheduled sessions in the courses for which they are registered, to demonstrate civil behavior while in class, and to complete all of the course requirements. Instructors may outline additional and more specific standards in the course syllabus, especially when attendance is part of the grading criteria for the class. For online synchronous classes, instructors can choose to take attendance with any technology available to them. Absences from class may be excused by the instructor for such reasons as personal illness or participating as an authorized University representative in an out-of-town event. Whenever possible, students are expected to seek the permission of the instructor prior to absences. Absences for religious holidays fall under University Policy 409: Religious Accommodation for Students.

Student Assistance and Support Services

Phone: (704) 687-0289
118 King Building
sass.uncc.edu