UNIVERSITY CATALOG DESCRIPTION

MGMT 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, graphics, public speaking and writing will be developed and practiced for effective organizational and individual performance. (Fall, Spring, Summer) (Evenings)

GENERAL EDUCATION REQUIREMENTS STATEMENT

MGMT 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. MGMT 3160 is targeted at the first of these learning outcomes, Communication and Technology Skills.

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.
- Understand and 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 cover letters, resumes and other employment-related communication that address the interests of the employer.

- TEXTBOOK

• Read through Course policies.

Tentative schedule (subject to change)

• Week 1 Introduction
  JULY 3: Intro to class and business communications
  ONLINE WORK (after this class, before the next class):
  View these lessons:
  Lesson 3 Benefits of communication.mp4
  Lesson 4 What’s expected of you.mp4
  Lesson 5 1.0 vs. 2-1.mp4
  Lesson 6 Principles of good business writing-1.mp4

• Do these assignments:
  ASSIGNMENT: How Communication Matters on Your Job
  ASSIGNMENT: Skills you’ll need for the job you want

• Week 2 Oral communications
  JULY 10,11 CLASSES: Presentations and other oral communication
  ONLINE WORK (after this class, before the next class):
  View these lessons:
  Lesson 8 Team building, part 1.mp4
  Lesson 9 Being a team player.mp4
  Lesson 10 Meetings.mp4
  Lesson 11 Listening.mp4

• Do these assignments:
ASSIGNMENT: Diversity essay
ASSIGNMENT: Team reflection
ASSIGNMENT: Confidence assessment

• Week 3  The writing process
  JULY 17, 18 CLASSES: Writing step of the communication process
  ONLINE WORK (after this class, before the next class):
  View these lessons:
  Lesson 15 The You attitude.mp4
  Lesson 18 Good words.mp4
  Lesson 19 Editing yourself.mp4
  Lesson 20 Conciseness.mp4

  Do these assignments:
  ASSIGNMENT: Blockbuster memo
  ASSIGNMENT: Conciseness exercise
  ASSIGNMENT: Take a memo

• Week 4 Employment communications
  JULY 24, 25 CLASSES: Employment communications

• ONLINE WORK (after this class, before the next class):
  Work on your presentation!
  View these lessons:
  Lesson 22 Elevator speeches.mp4
  Lesson 23 Informational interviews.mp4
  Lesson 24 LinkedIn profiles.mp4
  Lesson 30 Thank you notes.mp4

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  Do these assignments:
  ASSIGNMENT: Who I am, what I do
  ASSIGNMENT: Resume
  ASSIGNMENT: Thank you note
• **Week 5 Presentations**  
  **JULY 31, AUGUST 1 CLASSES: STUDENTS GIVE PRESENTATIONS**

**LATE WORK**

Assignments must be submitted in Canvas at 9 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 subjecting (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.

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<tr>
<th>Range</th>
<th>Grade</th>
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<tr>
<td>100 to 90 percent</td>
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<td>89 to 80 percent</td>
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<td>79 to 70 percent</td>
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<td>69 to 60 percent</td>
<td>D</td>
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<td>Below 60 percent</td>
<td>F</td>
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**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.
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

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 socioeconomic status.

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.