BUSINESS COMMUNICATIONS

COMM 3160 – Fall 2019
MONDAY 5:30PM TO 8:15PM  DENNY 105

AMBER DAVIDSON
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Colvard3027-G
Office Hours – Mondays 2-4pm or By Appointment
Also available via Google Hangout

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. understand the communication process and recognize the role of audience in preparing and presenting messages
2. understand and apply effective writing and speaking techniques
3. understand and use technology to improve written and oral communication
4. Understanding Business Dynamics
5. BE THE BRAND

REQUIRED
TEXTBOOK

COURSE WEBSITE/CANVAS:  https://canvas.uncc.edu
Log on using your NinerNet username and password.

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 homework, 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 the professor. 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) Homework 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 attire for the presentations. 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 can help if you have computer trouble: 704-687-5500. Please note that Canvas is optimized for Firefox; sometimes switching to Firefox 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.

“Students are required to submit written assignments for this class to Turnitin, a web-based plagiarism detection service that is not affiliated with the University of North Carolina at Charlotte. Before submitting your paper to Turnitin, it is recommended that you remove your title page and other personally identifiable information.”

**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:

- Content (missing important information/details) - 5 each
- Organization (direct/indirect style) - 5 each
- Misspelled words - 5 each
- Format errors - 2 each
- Subject/verb agreement, awkward phrases, dangling expressions, tone, punctuation, grammar, conciseness, clarity, sentence/paragraph length, coherence, word choice, active/passive voice, parallelism, transitions

5. Online Homework Assignments – Online homework assignments will be available through Canvas with specific deadlines assigned. **Pay close attention to deadlines in order to avoid zeroes on the homework assignments.**

6. **If you miss a written 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 minimum of five points and 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.

8. 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.

9. 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.

10. 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

11. Starfish Academic System
Starfish (www.starfish.uncc.edu) – As per the Advising Center, Starfish is “an academic early alert and advising connect software system. It allows instructors to send systematic notifications to students regarding their academic progress in their courses referred to as flags, kudos, and referrals.” Students sign into Starfish using their NinerNET IDs and passwords. Please use Starfish to make appointments with me during office hours. Also, I may periodically send you an alert to encourage you or provide informal feedback on your performance in the class.
COMM 3160 COURSE GRADES

KEY WRITTEN & ORAL ASSIGNMENTS

Informative Report Work Plan 25 points
Informative Report Draft 50 points
Informative Report 100 points
Informative Presentation 100 points
Analytical Report Work Plan 25 points
Analytical Report Draft 50 points
Analytical Report 100 points
Persuasive Presentation 100 points
Motivational Speech Outline and Script 50 points
Motivational Speech 100 points

ONLINE ASSIGNMENTS AND IN-CLASS EXERCISES

Online Quizzes, In-class Exercises,
Additional Assignments 300 points

EXTRA CREDIT

Attendance, Career center -------

TOTAL POINTS 1000+

GRADING SCALE

A 920 – 1000+
B 839 – 919
C 758 – 838
D 677 – 757
F 676 and below
FALL 2019 CLASS - TENTATIVE SCHEDULE

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<th>TOPIC/ASSIGNMENT</th>
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<td><strong>MODULE #1 – ESTABLISHING A BUSINESS COMMUNICATION FOUNDATION</strong></td>
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<tr>
<td>8/26</td>
<td>Ch. 1</td>
<td>- Course objectives and requirements</td>
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<tr>
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<td>- Professional communication in a digital, social, mobile world</td>
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<td>- The communication process</td>
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<td>- Overcoming barriers to communication</td>
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<td>8/26</td>
<td>Ch. 3</td>
<td>- Planning business messages</td>
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<td>- Analyzing audience</td>
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<td>9/2</td>
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<td>- Labor Day – University Closed</td>
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<tr>
<td>9/9</td>
<td>Ch. 11</td>
<td>- Business presentation planning</td>
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<tr>
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<td>- Organizing and outlining your presentation</td>
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<td>- Business presentations vs. speeches</td>
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<td>9/9</td>
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<td>- Developing effective multimedia aids</td>
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<td>- Practicing delivery; overcoming stage fright</td>
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<td>- Impromptu presentation practice</td>
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<td>- Developing an “elevator pitch”</td>
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<td><strong>MODULE #2 – GETTING THE POSITION!</strong></td>
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<td>- Resume, cover letter, and LinkedIn profile</td>
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<td><strong>MODULE #3 – WRITING &amp; SPEAKING YOUR WAY TO A PROMOTION!</strong></td>
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<td>9/23</td>
<td>Appendix C</td>
<td>- Improving grammar, mechanics, &amp; usage</td>
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<td>- Skill building exercise: Grammar Jeopardy</td>
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<td>Date</td>
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<tr>
<td>9/23</td>
<td>Ch. 3</td>
<td>Writing business messages (Style)&lt;br&gt; Skill building exercise: writing memos&lt;br&gt; Presentation sign-ups (informative and persuasive presentations, and speech)</td>
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<td>Ch. 8</td>
<td>Business research&lt;br&gt; Planning reports and proposals&lt;br&gt; Skill building exercise: conducting research</td>
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<td>9/30</td>
<td>Ch. 8</td>
<td>Analyzing information&lt;br&gt; Skill building exercise: analyzing information&lt;br&gt; INFORMATIVE REPORT WORK PLAN DUE 5:00 p.m.</td>
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<td>Student Recess – No Classes</td>
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<td>Ch. 9</td>
<td>Preparing persuasive business proposals&lt;br&gt; Skill building exercise: writing proposals</td>
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<td>10/14</td>
<td>Ch. 10</td>
<td>Preparing business reports&lt;br&gt; APA Style&lt;br&gt; Skill building exercise: writing reports&lt;br&gt; INFORMATIVE REPORT DRAFT DUE 5:00 p.m.</td>
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<td>10/21</td>
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<td>Using social media in business&lt;br&gt; Writing a blog&lt;br&gt; Skill building exercise: Online Class Exercise</td>
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<td>Communicating routine messages&lt;br&gt; Role play: Congratulating your team&lt;br&gt; ANALYTICAL REPORT WORK PLAN DUE 5:00 p.m.</td>
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<td>10/21</td>
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<td>Communicating bad news&lt;br&gt; Role play: Performance review&lt;br&gt; INFORMATIVE REPORT DUE 5:00 p.m.</td>
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<td>- Role play: Corporate politics 101</td>
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<td>- Working with others: intercultural communication</td>
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<td>- Role play: Adapting to a new culture</td>
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<td>- ANALYTICAL REPORT DUE 5:00 p.m.</td>
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<td>- PERSUASIVE PRESENTATIONS</td>
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<td>- MOTIVATIONAL SPEECH OUTLINE &amp; SCRIPT DUE 11:59 p.m.</td>
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<td>- MOTIVATIONAL SPEECH OUTLINE</td>
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<td>- MOTIVATIONAL SPEECHES, Spillover Day</td>
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