

# BUSINESS COMMUNICATIONS

## SPRING 2019

**COMM 3160-090 FRIDAY 386 530 PM-815 PM (Monday)**

**COMM 3160-092 FRIDAY 386 530 PM-815 PM (Wednesday)**

**COMM 3160-093 FRIDAY 386 530 PM – 815 PM (Thursday)**

**Brian Johnson, 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.

### 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 apply effective **writing and speaking techniques**
3. understand and use **technology** to improve written and oral communication

**REQUIRED FACULTY OFFICE**            Business Communication: Polishing your Professional Presence (**MYBCOMM**)  
Brian Johnson (Bjohn200@uncc.edu)  
Colvard North 5036  
By appointment only

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

## **CLASSROOM POLICIES AND GUIDELINES**

- Read assigned chapters during the week and check Canvas/MyBCommLab for the week's announcements.
- Regular attendance in class is expected. Participation could determine an overall grade for the course.
- 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.
- Team and individual presentations are conducted during class time. If a student misses his or her team presentation, the student's presentation grade will be a "zero" unless an emergency arises.
- **All students must wear professional business attire for the presentations.** Real-life simulation is very important in this course.
- This course has an online component, so you will use MyBCommLab to turn in assignments. Deadline for assignments will be determined on a case-by-case basis. You may also submit assignments early.
- All written assignments will be graded on content, format, organization, grammar and spelling. Always proofread and edit your assignments before turning them in.
- **If you miss an exam, written assignment, or presentation, you will receive a "zero" unless you have a documented, excused absence.** 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.
- Please turn off all cell phones during class. Use of cell phones during class and/or video recordings of lectures is prohibited.
- **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.*

- 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>

### **COURSE ASSIGNMENTS**

Cover Letter & Resume	100 points
BCOMM Report 1	100 points
BCOMM Report 2	100 points
BCOMM Report 3	100 points
Midterm	100 points
Team Presentation Speech	100 points
Sales Speech	100 points
Persuasive Speech/Analytical Report Debate	100 points
Final	200 points
<b>Class Total:</b>	<b>1000 points</b>

## GRADING SCALE

A	900 – 1000+
B	800 – 899
C	700 – 799
D	600 – 699
F	599 and below

- Midterm/Final: These will consist of multiple-choice questions and essay question.
- BCOMM Reports: They will be due throughout the semester. Papers will focus on relevant topics covered in class and completed in My BCOMM Lab.
- Team Presentation: A group will present a **NEW** product or service in a professional business-style presentation. Special emphasis on all group members having a role in the presentation. Each team presentation will be 10-15 minutes.
- Resume & Cover Letter: Each student will apply for a designated position within an organization to be discussed in class.
- Sales Speech: (3-4) minute speech designed to sell the audience a **NEW** product or service that you have created. Emphasis will be on delivery, topic and language. Pricing options is mandatory!
- Persuasive Analytical Report/Presentation Debate: Students will be paired up and a comparative analysis for a particular company. The debate will be accompanied by a two-page report from each student. Focus will be on content, delivery and recommendations as to why their company is better than the competitor.

## SPRING 2019 CLASS SCHEDULE

<b>Date</b>	<b>Classroom Activities</b>	<b>Homework</b>
Week of Jan. 7	Introduction of Course Course Expectations	Read Chapter 1-2
Week of Jan. 14	Discuss Chapters 1-2	Read Chapter 3-4
Week of Jan. 21	<b>NO CLASS (HOLIDAY)</b>	
Week of Jan. 28	Discuss Chapters 3-4	Read Chapter 5-6
Week of Feb. 4	Discuss Chapters 5-6 MIDTERM REVIEW	<b>BCOMM Report 1</b>
Week of Feb. 11	<b>MIDTERM/MYBCOMM-LAB CHAPTERS 1-6</b>	
Week of Feb. 18	Team Presentation Introduction Formulation of teams Role-Play Team Exercise	Read Chapter 7-8
Week of Feb. 25	Discuss Chapters 7-8	<b>BCOMM Report 2 EXTERNAL TEAM MEETINGS</b>
Week of March 4	<b>NO CLASS</b>	<b>SPRING BREAK</b>
Week of March 11	<b>TEAM PRESENTATIONS ATKINS TV ROOM 143</b>	Read Chapter 9-10
Week of March 18	Discuss Chapters 9-10	Read Chapter 11-12
Week of March 25	Discuss Chapters 11-12	<b>BCOMM Report 3</b>
Week of April 1	Discuss Resume & Cover Letter Discuss Sales Speeches Discuss Persuasive Debate & Reports	<b>Create Resume/Cover Letter</b>
Week of April 8	CAREER CENTER SPEAKER SESSION <b>TURN-IN RESUME &amp; COVER LETTER</b>	
Week of April 15	<b>SALES SPEECHES</b>	

Week of April 22	<b>PERSUASIVE ANALYTICAL DEBATES TURN-IN REPORTS</b>	
Week of April 29	<b>NO CLASS</b>	
Week of May 6	<b>FINAL EXAM-CANVAS CHAPTERS 7-12</b>	