

BUSINESS COMMUNICATIONS

SPRING 2020

COMM 3160-091 FRETWELL 386 530 PM-815 PM

COMM 3160-092 FRIDAY 386 530 PM-815 PM

COMM 3160-093 FRIDAY 386 530 PM-815 PM

COMM 3160-094 FRIDAY 386 530 PM – 815 PM

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 5035
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 have cell phones on silent 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

Attendance/Participation	50 points
MY BCOMM Report 1	100 points
MY BCOMM Report 2	100 points
Team Presentation Speech	100 points
Midterm MYBCOMM LAB	200 points
Sales Speech	100 points
Persuasive Debate Competition	50 points
Company Analytical Report	100 points
Final CANVAS	200 points
Class Total:	1000 points

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/essay questions and done on-line.
- **BCOMM Reports:** There will be (2) two papers that will be done through MYBCOMM lab. Papers will focus on relevant topics covered in class.
- **Team Presentation:** A group will present a concept for a **NEW RESTAURANT** in a business-style presentation. Special emphasis on all group members having a role in the presentation. Graphics are mandatory! Each team presentation will be 10-12 minutes.
- **Sales Speech:** (3) minute speech designed to sell the audience a **NEW** product or service that you have created. Emphasis will be on delivery, topic, dress and language. Pricing options and graphics are mandatory!
- **Persuasive Analytical Report/Presentation Debate:** Students will be assigned an organization selected by the Professor and debate with another student for 10 minutes on which organization is better.

The debate will be accompanied by a 2-3-page persuasive proposal-style analytical report comparing their company/organization to the direct competitor. Report rubric will focus on content, research, graphics, conclusion and recommendations.

SPRING 2020 CLASS SCHEDULE

Date	Classroom Activities	Homework
January 6-9	Introduction of Course Course Expectations	Read Chapters 1-2
January 13-16	Discuss Chapters 1-2	Read Chapters 3-4
January 20-23	Discuss Chapters 3-4	
January 27-30	MyBCOMMLab Report 1 (ONLINE)	Read Chapters 5-6
February 3-6	Discuss Chapters 5-6	REVIEW FOR MIDTERM
February 10-13	MIDTERM MYBCOMM-LAB (ONLINE) CHAPTERS 1-6	Read Chapters 7-8
February 17-20	Discuss Chapters 7-8	Read Chapters 9-10
February 24-27	Discuss Chapters 9-10	
March 2-5	NO CLASS	SPRING BREAK
March 9-12	Team Presentation Introduction Formulation of teams Review Product/Service Concepts	External Team Meetings
March 16-19	MyBCOMMLab Report 2 (ONLINE)	Read Chapters 11-12
March 23-26	Discuss Chapters 11-12 Overall Class Discussion Role-Play Scenarios	
March 30-April 2	Discuss Sales Speeches Discuss Persuasive Debate & Reports	
April 6-9	CAREER CENTER PRESENTATIONS	TEAM PRESENTATIONS & SALES SPEECHES PREPARATION
April 13-16	TEAM PRESENTATIONS	Atkins Library TV 143

April 20-23	SALES SPEECHES	
April 27-30	PERSUASIVE ANALYTICAL DEBATES (Turn in Analytical Report)	
May 4-7	FINAL EXAM CANVAS (ONLINE) CHAPTERS 7-12	