

**COMM 3160-H01, H02**  
**Business Communications**  
**Spring 2020**

*This syllabus contains the policies and expectations established for COMM 3160, Business Communications. Please read the entire syllabus carefully before continuing in this course. These policies and expectations intend to create a productive learning atmosphere.*

<i>Instructor</i>	<i>Email</i>	<i>Telephone</i>	<i>Office Location</i>	<i>Office Hours</i>
Dr. Daryl L. Kerr	dlkerr@uncc.edu	704-687-7654	FRI 344-B	TR: 7:30 – 8:15 am 4:00 – 4:30 pm Others by appointment

<b>Classes</b>	MGMT 3140-005	TR	8:30 – 9:45 am	Friday 132
	BUSN 1101-002	TR	10:00 – 11:15 am	Friday 128
	COMM 3160-H01	TR	1:00 – 2:15 pm	Friday 386
	COMM 3160-H02	TR	2:30 – 3:45 pm	Friday 386

**Textbook**      *Business Communication: Polishing Your Professional Presence* by Barbara G. Shwom and Lisa Gueldenzoph Snyder, 4th edition, Pearson Publishing, 2019

**Course Description**      **COMM 3160 - Business Communications. (W, O) (3)** Prerequisite: Belk College of Business students, INFO 2130, 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. (*Fall, Spring, Summer*) (*Evenings*)

This course satisfies the General Education – Writing in the Disciplines (W) requirement, and the General Education – Oral Communication (O) requirement. The University requires 30% of your final grade come from writing in “W” courses, and another 30% from speaking in “O” courses.

**Learning Objectives**      Upon completion of this course, you should be able to:

1. demonstrate the ability to identify, analyze, and adapt to audience needs,
2. demonstrate the use critical thinking skills to analyze and organize information and ideas using credible resources, and
3. demonstrate the ability to communicate information – oral and written – in an organized, clear, concise, confident manner that conveys credibility.

<b>Course Exams, Assignments, Attendance &amp; Participation</b>	Exam # 1	10 %
	Exam # 2	10 %
	Exam # 3	10 %
	Informative Presentation	15 %
	Informative Presentation Outline	5 %
	Persuasive Presentation	15 %
	Email Message	5 %
	Business Letter	5 %
	Resume	5 %
	Business Report	15 %
	Attendance & Participation	5 %
	<b>Total</b>	<b>100 %</b>

Grading Scale: A = 90 – 100; B = 80 – 89.99; C = 70 – 79.99; D = 60 – 69.99; F = 0 – 59.99

## Guidelines for Student Success in COMM 3160:

1. You are invited to come by during office hours if you need additional help with this class. Office hours are listed on page one of this syllabus. If you are not able to meet during the posted office hours, please let me know and we can arrange another convenient time.
2. Please read the assigned chapters prior to the scheduled date. For example, read Chapter 1 before class on January 14.
3. Please take notes on the chapter readings prior to attending class. Studies indicate that students who take notes on the chapter before attending class will learn, and retain, the information more effectively. In addition, you will have an easier time recording additional notes in class and participating in the discussion. Taking notes is not writing down every written or spoken word, but maximizing your understanding of key concepts and examples. We will not have time to cover all the textbook material in class. Students are responsible for all assigned material, whether or not it is discussed in class.
4. Class time is for (1) reinforcing important concepts from the textbook, (2) providing new information not found in the textbook, and (3) serving as a forum for you to discuss the chapter and to seek further clarification from the professor.
5. To get the most benefit from your college education, you should attend every class. You assume full responsibility for material covered and assignments given during a missed class. Please contact a fellow student in class to obtain notes or to find out details regarding assignments given on days you are absent.
6. Please do not arrive late or leave early from class. In addition, please do not leave and return to the classroom during class time. This is very distracting to the learning environment and it is unprofessional and disrespectful. This behavior will lower your attendance and participation grade.
7. Attendance and participation is worth 5 % of your final grade. Aspects of attendance and participation include (1) preparation for class (completed readings and notes on readings), (2) being on time to class, (3) attentiveness in class, (4) responding in a professional manner to questions and comments from the professor, and (5) remaining in class from the beginning until the end of the session.

The following points are taken off your Attendance and Participation grade:

- -2 points for each day you are late
- -4 points for each day you are absent
- -5 points for every occurrence of unprofessional behavior (on your phone, using your computer for something other than taking notes, talking, sleeping, leaving the room during class time, re-entering the room after you have left the room, and other examples of not paying attention during class time).

Note that excessive tardiness, inattentiveness, leaving and returning to the classroom, and other distracting behaviors during class may result in a doubling of these points. It could also affect your exam grades.

8. Oral communication skills are developed by learning about, practicing, performing, and observing presentations. Therefore, attendance is required for the Informative and Persuasive Presentation dates. Six points will be taken off Exam # 3 for each presentation day you miss. Four points will be taken off Exam # 3 for being late to class on these days.
9. All written assignments must be typed. Please use **Times New Roman, 12 point font** on all written assignments unless otherwise instructed. The Informative Presentation Outline, Email Message, Business Letter, Resume and Business Report will be graded on content, format, organization, mechanics, grammar and spelling. Always edit

and proofread your assignments before turning them in for a final grade. Utilize the Writing Resources Center on campus to improve your writing skills.

Note: Appendix C and D in the textbook include information on *Grammar, Punctuation, Mechanics, and Conventions* and an *Answer Key to Grammar Exercises*.

10. Assignments are due at the beginning of class. Late assignments will be accepted but with the following consequences.

- After assignments are taken up at the beginning of class - 5 points
- After class, but by 6:00 pm on the due date - 10 points
- Onr business day late, by class time - 20 points
- Each additional business day late, by class time - 20 points per day

11. Prepare for exams early. Ask questions and participate in class discussions throughout the semester. Examine your understanding of the material by using the resources found at the end of each chapter. Still need help? Form a study group of your peers and begin studying for the exam at least one week prior to the exam date.

The format for the exams is true-false, multiple choice, and short answer. Please come prepared to exams with two # 2 pencils. Late admittance to exams may not be permitted. If possible, students who are unable to attend a scheduled exam must contact the professor before the exam and present documentation of a valid *medical emergency* in order to obtain permission to make up a missed exam. Note that it has to be a medical “emergency” to miss an exam.

Please display proper conduct during exams, that is (1) switch all electronic devices to the “off” position, (2) maintain a clear workspace (no personal belongings near desktop), (3) keep your eyes on your exam handout and answer form, and (4) cover your answers to prevent others from viewing your work. All hats must be removed or turned backwards. Once the exam begins, please do not leave the classroom and return. Be sure to take care of any personal needs before the exam begins. All exam materials are collected by the end of the class.

12. If you miss an exam, assignment, or presentation, you will receive a “zero” unless you have a **documented, University excused absence**. In the case of a University excused absence, you may make up the work.

13. Communication with Dr. Kerr – My preferred method of communication outside of class time and office hours is email. Emails regarding this class are formal modes of business communication. Accordingly, email correspondence should be written in a formal manner.

Proper email etiquette begins with a clear, direct subject heading to include your class name, with appropriate section number, and purpose of the email (e.g. COMM 3160-H01, Questions about the Email Assignment). An appropriate salutation (e.g., “Dr. Kerr”) should also be included, followed by a colon, in the body of the message. Email messages should be written with appropriate content, grammar, spelling, punctuation, and tone.

14. Please let me know anytime during the semester if you are having difficulty with the course, have any questions about the assignments and requirements, or need additional help.

**UNC Charlotte Email:** You should check your UNC Charlotte email account on a daily basis. This is how professors and the University communicates with you other than class time.

**Canvas:** UNC Charlotte utilizes “Canvas” as its Learning Management System (LMS). A LMS is a way to simplify teaching and learning by connecting all the digital tools professors use in one easy place. Be sure to read any weekly announcements and check Canvas for important information and updates about the course. Canvas is also the central hub for posting assignments and handouts. For more information on Canvas, please visit [canvas.uncc.edu](http://canvas.uncc.edu)

If you have any technical questions or problems with email, Canvas, or with computers on campus, contact UNC Charlotte Information and Technology Services (ITS) at 704-687-5500 or itservices.uncc.edu.

**Honor Code:** Students are expected to know and abide by the UNC Charlotte “Code of Student Academic Integrity” as described at legal.uncc.edu/policies/up-407, and the “Noble Niner UNC Charlotte Honor Code” at studentaffairs.uncc.edu/niner-code. Students found in violation of either code may be subject to failure of the assignment, exam, and/or the course.

**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 socio-economic status.

**Disability Services:** 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.

**Syllabus Modification:** The dates and topics set forth in this syllabus may be modified at any time by the course instructor. Notice of such changes will be by announcement in class and by email notice.

### COMM 3160-H01, H02: Business Communication

**Note:** Class information is printed in regular font, assignments and exams are in **bold font**, and University information is in *italics*.

DATE		TOPIC	TEXT READING
W	1/8	<i>First Day of Classes</i>	
R	1/9	Complete Student Information Forms Review Course Syllabus and Introductions	
T	1/14	Developing Your Professional Presence	Chpt. 1
W	1/15	<i>Payment due date / 2<sup>nd</sup> Cancellation for Non-Payment</i> <i>Last Day to Add, Drop a Course with No Grade @ 11:59 pm</i> <i>Last Day to Submit Grade Replacement @ 11:59 pm</i>	
R	1/16	Developing Your Professional Presence (continued)	
M	1/20	<i>University Closed: Dr. Martin Luther King, Jr. Day</i>	
T	1/21	Managing the Communication Process: Analyzing, Composing, Evaluating Assign Informative Presentation Planning Business Messages: The Seven Step Process 1. Determine the Purpose 2. Analyze the Audience	Chpt. 3
R	1/23	3. Gather Ideas and Information 4. Organize the Information Finding and Evaluating Business Information	Chpt. 8 Appendix B
T	1/28	5. Select Appropriate Supportive Evidence 6. Develop Effective Multimedia Aids Preparing and Delivering Business Presentations	Chpt. 11
R	1/30	7. Practice, Practice, Practice <i>or</i> Revise, Edit, and Proofread	
T	2/4	Working with Others: Interpersonal, Intercultural, and Team Communication	Chpt. 2
R	2/6	Working with Others – Team Projects	
T	2/11	<b>EXAM # 1 - Chapters 1, 3, 8, 11, Appendix B; Notes from 1/9 to 1/31</b>	

R	2/13	<b>Informative Presentations</b>	
T	2/18	<b>Informative Presentations</b>	
R	2/20	<b>Informative Presentations</b>	
T	2/25	Working with Others – Team Projects	
R	2/27	Communicating Routine Messages and Building Goodwill Business Writing: The Seven Step Process	Chpt. 4 Appendix C, D
F	2/28	<i>Unsatisfactory Grades due by faculty on the web by noon</i>	
M	3/2	<i>Fall 2020 Schedule of Classes available on the web</i> <i>Student Registration Appointment Times available on the web</i>	
M-S	3/2-7	<i>Student Recess – No Classes</i>	
M	3/9	<i>Unsatisfactory Grade Notices emailed to students</i>	
T	3/10	Business Writing: The Seven Step Process (continued) Emails and Memos	Appendix A
R	3/12	<b>Email Message Draft Due</b> Business Letters	Appendix E
M	3/16	<i>Last Day to Withdraw from a Course(s); Grade Subject to Withdrawal Policy</i>	
T	3/17	<b>Email Message Due</b> <b>Business Letter Draft Due</b> Preparing Business Reports	Chpt. 10 Appendix B
R	3/19	<b>Business Letter Due</b> Communicating Persuasive Messages	Chpt. 5
T	3/24	Preparing Persuasive Business Proposals and Presentations Assign Persuasive Presentation	Chpt. 9
R	3/26	Preparing Persuasive Business Presentations (continued)	
M	3/30	<i>Registration for Summer 2020 and Fall 2020 begins</i>	
T	3/31	<b>EXAM # 2 - Chapters 2, 4, 10, Appendix A, B, E; Notes from 2/4 to 3/17</b>	
R	4/2	Communicating Your Professional Brand: Social Media, Resumes, Cover Letters, and Interviews - Career Planning and the Job Search	Chpt. 12 Appendix C, D
T	4/7	<b>Team Projects (Business Reports) Due</b> Resumes	
R	4/9	<b>Resume Draft Due</b> Interviewing	
F	4/10	<i>Spring Weekend – No Classes</i>	
T	4/14	<b>Resume Due</b> Interviewing (continued)	
R	4/16	<b>Persuasive Presentations</b>	
T	4/21	<b>Persuasive Presentations</b>	
R	4/23	<b>Persuasive Presentations</b>	
T	4/28	<i>Last Day of Classes</i> <b>Persuasive Presentations</b>	
W	4/29	<i>Reading Day</i>	
R	4/30	<i>Day of Remembrance</i>	
F	5/1	<i>Final Exams begin</i>	
T	5/5	<b>Section H02 – TR 2:30 pm class, scheduled from 2:00 – 4:30 pm</b> <b>EXAM # 3 - Chapters 5, 9, 12, Appendix C, D; Notes from 3/19 to 4/14</b>	
R	5/7	<i>Final Exams end</i> <b>Section H01 – TR 1:00 pm class, scheduled from 11:00 am – 1:30 pm</b> <b>EXAM # 3 – Chapters 5, 9, 12, Appendix C, D; Notes from 3/19 to 4/14</b>	
F	5/8	<i>1:00 p.m. – Undergraduate Commencement: Belk College of Business, College of Arts &amp; Architecture, and the Cato College of Education</i>	
M	5/11	<i>Final Grades due by noon</i>	

