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


ASSIGNMENTS

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<tr>
<th>Date</th>
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<tbody>
<tr>
<td>Thu Jun 1, 2017</td>
<td><a href="#">Memo assignment</a></td>
<td>due by 11:59pm</td>
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<td><a href="#">Cohesion assignment</a></td>
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<td>Tue Jun 13, 2017</td>
<td><a href="#">Elevator speech assignment</a></td>
<td>due by 11:59pm</td>
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<td>Tue Jun 20, 2017</td>
<td><a href="#">Thank you note assignment</a></td>
<td>due by 11:59pm</td>
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<td>Thu May 24, 2018</td>
<td><a href="#">ASSIGNMENT: How Communication Matters on Your Job</a></td>
<td>due by 11:59pm</td>
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<td>Thu May 31, 2018</td>
<td><a href="#">Diversity essay assignment</a></td>
<td>due by 9am</td>
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<td><a href="#">Team reflection assignment</a></td>
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<td>Thu Jun 7, 2018</td>
<td><a href="#">Audience analysis activity</a></td>
<td>due by 9am</td>
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<td><a href="#">Blockbuster memo</a></td>
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<td>Thu Jun 14, 2018</td>
<td><a href="#">Conciseness exercise</a></td>
<td>due by 9am</td>
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<td><a href="#">One idea per sentence assignment</a></td>
<td>due by 9am</td>
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<td><a href="#">Using strong words assignment</a></td>
<td>due by 9am</td>
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<tr>
<td>Mon Jun 25, 2018</td>
<td><strong>Cover letter assignment</strong> due by 11:59am</td>
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<td><strong>Resume assignment</strong> due by 11:59am</td>
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<td><strong>Lesson 1 quiz</strong></td>
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<td><strong>Lesson 9 quiz</strong></td>
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<td><strong>Presentation assignment</strong></td>
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**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.
100 to 90 percent  A
89 to 80 percent  B
79 to 70 percent  C
69 to 60 percent  D
Below 60 percent  F

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.

TENTATIVE SCHEDULE (subject to change)

Week 1
BEFORE CLASS: View Intro to class; Ch. 1: “Foundations of Communications”
Lessons 1-3; plus do ASSIGNMENT: How Communication Matters on Your Job
MAY 24 CLASS: Lessons 4 and 5 plus talking about diversity

Week 2
BEFORE CLASS: View Unit 2: Interpersonal relations
Plus do Diversity essay assignment and Team reflection assignment
MAY 31 CLASS: Presentations and other oral communication

Week 3
BEFORE CLASS: View Lessons 13 and 14 in Unit 3: The writing process: Preparing
Also watch Lesson 15 The You attitude
Plus do Audience analysis activity
JUNE 7 CLASS: Writing step of the communication process

Week 4
BEFORE CLASS: Do Using strong words assignment
View Unit 5: The writing process: Editing
Lesson 21 Intro to the job scene.mp4
Lesson 22 Elevator speeches.mp4
Plus do Conciseness exercise
One idea per sentence assignment

JUNE 14 Employment communications

Week 5
BEFORE CLASS: Prepare your presentations; view Lesson 24 LinkedIn profiles.mp4
STUDENTS GIVE PRESENTATIONS

DON'T FORGET: Your Resume assignment and Cover letter assignment are due June 25.

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 socio-economic 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.