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

REQUIRED TEXTBOOK


SUPPLEMENT
MyBCommLab ® Must allow pop-ups for system to work. Use Chrome or Firefox browsers for best results.
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 online exercises, 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 me. Students who carefully read the chapters for the week perform better in the class.

2. Attendance (Extra Credit) and in-class exercises
   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) 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 suits for the presentations, but not the speeches. Ten points are deducted for inappropriate attire.

4. Business Reports – The informative and persuasive analytical reports must be submitted in printed form and uploaded into Canvas on the due date (by the end of class) to avoid a zero on the assignment. You may submit business reports early. Reports that are only uploaded in Canvas (or only submitted in printed form) will lose 50 points. You must complete both steps in this submission process.

   a) All written assignments you turn in must be typed, using 12-point font size in Times New Roman or Arial for better readability.

   b) Plagiarism detection system used (VeriCite)
      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.

      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 MyLab Assignments – Online assignments will be available through Canvas/Pearson MyLab and Mastering with specific deadlines assigned. Pay close attention to deadlines in order to avoid zeroes on these assignments. MyLab assignments are noted in red in the syllabus. Please note that Canvas is optimized for Chrome or Firefox; sometimes switching browsers can help. Technical difficulty is not an excuse for missing an assignment deadline.

Technical Assistance: For technical assistance, you have a variety of options:

- Help Desk Online available Monday – Thursday from 7:30 a.m. – 11:00 p.m. and Friday from 7:30 a.m. – 5:00 p.m. at https://helpdesk.uncc.edu/helpdesk/prelogin.asp or call 704-687-5500 – Option 2.
- Canvas Support - available 24 hours, 7 days per week. Use the Help (?) icon at the bottom of Canvas for a live chat or to call the hotline: 877-257-9780.
- Pearson MyLab Support – click on the MyLab Help & Support tab in Canvas.

6. If you miss an 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 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.
9. **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.

10. **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.*

11. **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.*

12. **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

13. **CONNECT Academic System**

    **CONNECT** ([connect.uncc.edu](http://connect.uncc.edu)) – As per the Advising Center, CONNECT is an academic early alert and advising system. Students sign into CONNECT using their NinerNET IDs and passwords. Please use CONNECT to make appointments with me during office hours. Also, I may periodically send you an alert to encourage you or to provide informal feedback on your performance in the class.
COMM 3160 COURSE GRADES

KEY WRITTEN & ORAL ASSIGNMENTS

Informative Report 100 points
Informative Presentation 100 points
Persuasive Analytical Report 100 points
Persuasive Presentation 100 points
Motivational Speech 100 points
In-class Exercises 215 points

MYLAB ONLINE ASSIGNMENTS AND QUizzes

Online Simulations, Online Quizzes 285 points

TOTAL POINTS 1000+

EXTRA CREDIT (10 points each)

Attendance, Speaking Center, Career Center, etc. -------

GRADING SCALE

A  920 – 1000+
B  839 – 919
C  758 – 838
D  677 – 757
F  676 and below
<table>
<thead>
<tr>
<th>DATE</th>
<th>READINGS</th>
<th>TOPIC/ASSIGNMENT</th>
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<tbody>
<tr>
<td><strong>MODULE #1 – ESTABLISHING A BUSINESS COMMUNICATION FOUNDATION</strong></td>
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<tr>
<td>M</td>
<td>1/8</td>
<td>Ch. 1 - Course objectives and requirements</td>
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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>- MyLab: Ch. 1 Video Quiz and Ch. 4 Online Simulation due 11:00 p.m. on Sunday, 1/14</td>
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<td>W</td>
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<td>Ch. 1 - The communication process cont.</td>
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<td>Ch. 4 - Planning business messages</td>
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<td>- Analyzing audience</td>
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<td>- Business presentations vs. speeches</td>
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<tr>
<td>M</td>
<td>1/15</td>
<td>- Dr. Martin Luther King, Jr. Day – No classes</td>
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<td>- Ch. 14 Quiz and Ch. 14 Online Simulation due 11:00 p.m. on Sunday, 1/21</td>
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<td>W</td>
<td>1/17</td>
<td>Ch. 14 - Business presentation planning</td>
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<td>- Organizing and outlining your presentation</td>
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<td>- Developing effective multimedia aids</td>
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<td>- Extra Credit (10 points; completed by noon on 4/23)</td>
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<td>University Speaking Center</td>
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<td>1. Attend workshop OR</td>
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<td>M</td>
<td>1/22</td>
<td>Ch. 14 - Practicing delivery; overcoming stage fright</td>
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<td>- Developing an “elevator pitch”</td>
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<td>- Impromptu presentation practice</td>
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<td>- Ch. 15 Quiz, Ch. 16 Quiz, and Ch. 16 Simulation due 11:00 p.m. on Sunday, 1/28</td>
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MODULE #2 – GETTING THE POSITION!

W 1/24 Ch. 15 & 16  - Employment communication
                     - Resume, cover letter, and LinkedIn profile

M 1/29 Ch. 15 & 16  - Networking/Interviewing
                     - Salary negotiation
                     - **Extra Credit (10 points; due 12:00 p.m. 4/23)**
                       Two Options (via Career Center):
                       1. Resume review
                       2. Mock interview
                     - MyLab: Online Quiz (Chapters 11, 12, 13)
                       due 11:00 p.m. on Sunday, 2/4

MODULE #3 – WRITING & SPEAKING YOUR WAY TO A PROMOTION!

W 1/31 Ch. 11     - Business research
                   - Analyzing information
                   - Planning reports and proposals
                   - Report assignments discussed
                   - MyLab: Ch. 13 Simulation due 11:00 p.m. on 2/11

M 2/5 Ch. 12     - Writing reports and proposals
                   - MyLab: Grammar & Mechanics Quiz and Ch. 5 Study Module due 11:00 p.m. on Sunday, 2/11

W 2/7 Ch. 13     - Completing reports and proposals
                   p.565-566  - APA style

M 2/12 p. 561-598  - Grammar and mechanics review (Substance)
                     - Presentations/Speech Sign-ups
                     - MyLab: Ch. 5 Style Quiz and Ch. 6 Study Module
due 11:00 p.m. on Sunday, 2/18

W 2/14 Ch. 5     - Writing business messages (Style)
M 2/19 Ch. 6 - Completing business messages
- MyLab: Ch. 6 Style Quiz due 11:00 p.m. on Sunday, 2/25

W 2/21 Ch. 6 - Completing business messages cont.

M 2/26 Ch. 8 - Writing routine and positive messages

W 2/28 Ch. 10 - Persuasive messages
- INFORMATIVE REPORT DUE 9:30 a.m.

M 3/5-10 - SPRING RECESS – No Classes

M 3/12 Ch. 10 - Persuasive messages cont.

W 3/14 - INFORMATIVE PRESENTATIONS

M 3/19 - INFORMATIVE PRESENTATIONS

W 3/21 - INFORMATIVE PRESENTATIONS

M 3/26 - INFORMATIVE PRESENTATIONS

W 3/28 Ch. 7 - Crafting messages for digital channels
- Online Exercise: Professional Blog
- Online Forum Discussion

M 4/2 Ch. 9 - Communicating negative messages
- MyLab: Ch. 2 Simulation and Ch. 3 Video Quiz due 11:00 p.m. on Sunday, 4/8

W 4/4 Ch. 9 - Communicating negative messages

M 4/9 Ch. 2 - Team communication
- ANALYTICAL REPORT DUE 9:30 a.m.

W 4/11 Ch. 3 - Global communication challenges
M  4/16  - Persuasive Presentation/Speech Practice
W  4/18  - PERSUASIVE PRESENTATIONS
M  4/23  - PERSUASIVE PRESENTATIONS
W  4/25  - PERSUASIVE PRESENTATIONS
M  4/30  - PERSUASIVE PRESENTATIONS
W  5/2   - READING DAY
W  5/9   - MOTIVATIONAL SPEECHES
         (Meeting time:  8:00 a.m. – 10:30 a.m.)
F  5/11  - COMMENCEMENT FOR BELK COLLEGE