COMM 3160-002:  
BUSINESS COMMUNICATIONS

SUMMER SESSION I 2018  
Instructor: Ms. Sayde J. Brais  
Phone: 704-687-0448 | Email: sjbrais@uncc.edu  
Office: Colvard 5030 | Hours: By appointment only

Required Textbook:  
2. MyBCOMMLab Access

Course 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 use technology to improve written and oral communication  
3. Understand and develop effective written correspondence and oral presentations

UNIVERSITY POLICIES

Academic Integrity: All students are required to read and abide by the Code of Student Academic Integrity. Students who violate the code can be expelled from the university. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases, the course grade is reduced to "F." The Code is available from the Dean of Students Office or online at: http://www.legal.uncc.edu/policies/ps-105.html. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

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.

Students with Disabilities: 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.
ATTENDANCE POLICY

COMM 3160 is a highly demanding course which requires regular attendance, both physically and mentally. Students are expected to be in class regularly to maximize progress toward the objectives of this course. Attendance is taken regularly and is part of your grade. You will be able to monitor your attendance via Canvas and are required to report any discrepancies to me within one week of incident.

Absences: You are required to attend every class session, arrive on time, and remain until dismissed.
  ✓ If you are absent, you must provide appropriate written documentation which validates the nature of the reason claimed to justify the absence.
  ✓ All documentation must be provided either before the date of the absence, or within a week following the student’s return to the class.
  ✓ If you are absent on the day of an exam or assignment due date, you must have your absence verified through the Dean of Students, in order to schedule a make-up date or submit without a late penalty.
  ✓ Each full class session absence will result in a six-point deduction from the total number of points in the course. Each half class session absence will result in a three-point deduction from the total number of points in the course.

Tardiness/Leaving Early: Class begins on time. Students who are late or leave before class has been dismissed will be recorded as tardy. **Please note:** Students are responsible in notifying the instructor at the end of class if they have arrived after name on the roll has been recorded, or they will be recorded as absent.

Class Participation: Each class session will count as two class sessions. You will receive a grade (out of 5) for class participation after each class session. These grades will be averaged for overall participation grade of 10 points for the semester. This will be based on: (1) Coming to class prepared; (2) Participating in class discussions; (3) Attendance/timeliness; (4) Exhibiting appropriate classroom behaviors.

ASSIGNMENTS/EXAMS

All projects must conform to professional standards. All written assignments must be typed, single or double-spaced (as instructed), and use standard font and margins (Times New Roman or Arial, 12 point, 1”), unless otherwise noted. Written assignments will be graded on content, format, organization, grammar, and spelling. Always proofread and edit your assignments before turning them in.

As a condition of taking this course, ALL papers will be subject to submission for textual similarity review to VeriCite for the detection of plagiarism. All submitted papers will be included as source documents in the VeriCite reference database solely for the purpose of detecting plagiarism of such papers. No student papers will be submitted to VeriCite without a student’s written consent and permission (via signed and dated FERPA form). **Please note:** All assignments must be submitted to VeriCite by 5:00 p.m. on the due date to avoid a late penalty.

Standard Point Deductions: With regard to all written assignments in this course, the following deductions will be standard and strictly enforced, where plausible:
  1. Assignment not submitted to VeriCite = -total amount of assignment points
  2. Draft submitted to VeriCite does not match hard-copy version = -15 points
  3. No rubric attached to assignment = -3 points
  4. Assignment is not stapled together = -2 points
  5. Rubric is stapled to back of assignment, instead of the front = -1 point
Late/Missed Work: All written assignments are collected at the beginning of the class session on the day it is due (usually, within first five minutes of class). **No exceptions.**

- Late assignments will generally NOT be accepted. Exceptions will only be made for significant illness or emergency or university-related reason.
- It is up to my discretion as to whether a late assignment will be accepted, and as to whether a penalty will be deducted from it. If accepted, late projects may have 10% of the total points deducted from the grade for each day that it is late.
- All papers must be printed ahead of time and before the beginning of the class period. Papers will not be accepted via email.

**Please note:** Students who anticipate a conflict (jury duty, conference, family vacation, etc.) with the course schedule, may take an exam or submit an assignment early with no penalty if arrangements are made with the instructor prior to the date in a timely manner and if the schedule allows for it. Notification of conflict is requested as soon as the student learns of the conflict.

Lectures: The majority of the textbook is covered during lectures. Reading all assigned chapters before the beginning of the week is highly recommended. Students who carefully read the chapters for the week perform better on quizzes, exams, and assignments. All lecture-related materials will be posted on Canvas for classroom use.

Exams: You will have **1 Cumulative Exam** in this class. The exam will consist of 100 multiple-choice and true/false questions and will be worth 100 points. **ALL** assigned readings, class exercises, lectures and supplementary materials/handouts may appear on the exam.

**Please note:** An unexcused absence on the day of an exam will result in a grade of “zero” for the exam. Students who arrive late on an exam day will be allowed to take the exam IF another student has not already turned in their completed exam.

Grading Scale:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation/In-Class Activities</td>
<td>35</td>
</tr>
<tr>
<td>Informational Report</td>
<td>50</td>
</tr>
<tr>
<td>Informative Presentation</td>
<td>75</td>
</tr>
<tr>
<td>Informative Presentation Analysis</td>
<td>25</td>
</tr>
<tr>
<td>Persuasive Analytical Proposal</td>
<td>75</td>
</tr>
<tr>
<td>Persuasive Presentation</td>
<td>100</td>
</tr>
<tr>
<td>Persuasive Presentation Analysis</td>
<td>30</td>
</tr>
<tr>
<td>15 Simulations (2 points each)</td>
<td>30</td>
</tr>
<tr>
<td>16 Quizzes (5 points each)</td>
<td>80</td>
</tr>
<tr>
<td>Cumulative Exam</td>
<td>100</td>
</tr>
<tr>
<td>TOTAL</td>
<td>600</td>
</tr>
</tbody>
</table>

Academic Requirement: This course 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 written and oral messages in English to be used in different situations for a variety of audiences, purposes, and subjects.
CLASSROOM POLICIES

Classroom Courtesy: I expect mutual respect among all members of the classroom. This means:
- Active listening and avoiding interruptions when students are speaking.
- Participation and attentiveness during lectures, activities, etc.
- Avoidance of unnecessary disruptions (i.e. private conversations, sleeping, doing work for other classes, reading unrelated materials, etc.).
- Avoidance of making negative and/or offensive comments which may unnecessarily offend or exclude members of our classroom.

**Please note:** You may be asked to leave the classroom if your actions are disruptive to the learning environment.

Personal Devices: I allow the use of laptops/iPads/tablets/etc. for appropriate use in the classroom. I encourage you to bring a personal device to follow along during lecture and/or to take notes. However, please refrain from inappropriately using said device (i.e. texting, surfing the net, “Facebook-ing”, tweeting, blogging, etc.).

**Please note:** If you are inappropriately using your personal device, I will ask that you not bring it back to class for the duration of the semester.

Class Cancellation: In the event of class cancellation due to inclement weather, personal or local emergencies, exams/assignments scheduled for the cancelled day will be expected to occur the next class meeting (unless otherwise notified).

**Please note:** If I am more than 15 minutes late to class, check class status via email and Canvas to confirm class cancellation before leaving. Do not assume class is cancelled.

General Communication: I welcome your emails, but, as formal modes of communication, I expect them to be written in a formal manner. I expect an appropriate salutation (i.e. “Hey”, “Hey Brais”, etc. is not appropriate), and I expect them to be written without misspelled words or poor grammar (“I” should always be capitalized). Although you may be using your smart phone or electronic device to send the email, you are not “texting” me; and your email should reflect a high level of professionalism. If your email is not written in a formal manner, I will kindly reply to you to re-write and re-send.

**Please note:** I generally stop responding to emails after 9:00pm, please allow time for a response to each email.