"Precision of communication is important, more important than ever, in our era of hair trigger balances, when a false or misunderstood word may create as much disaster as a sudden thoughtless act."
— James Thurber

**Comm 3160 – 002**

**Business Communication**

**Course Description and Purpose:**
Business Communication places emphasis on the nature and problems of individual, interpersonal and organizational communication in business.

This course is designed to introduce you to, effective, and practical business communication skills in order to succeed in today’s business world. *This course* delivers realistic model documents and tools, helping you learn business communication skills by example. 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

**Contact**

**Instructor:** Brandy Stamper  
**Office:** Colvard 5009  
**E-mail:** bjhinso1@uncc.edu  
**Office Hrs:** By appointment.

**Class Location:** Fretwell 302  
**Meeting Time:** W 9:00am-1:00pm
Required Course Materials:

- The ability to use Canvas, Pearson Mylab and Vericite.

What you can expect from this course:

- Business professionals spend about 70% of their time communicating. Thus, good communication skills are essential to you in your career, and they are the chief criteria of employers in both hiring and promotion decisions.
- This course was designed in response to industry feedback about the communication skills needed for business graduates to enter successfully into today's competitive marketplace. This course is very practical and will require effort on your part. It will also require regular attendance, because we spend a lot of class time working in groups to apply principles and strategies discussed in your book and in class. You improve your communication skills by working together and giving and getting constructive criticism.

*This course is demanding just like the office/work/corporate environment you will enter in a few months or years!*

CLASS POLICIES

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!

What I expect from you as an employee:

**Weekly Readings:** Before each class session, read assigned chapters for the entire week. If you don't understand certain concepts in the readings, ask questions in class or schedule a time to meet with the professor. Students who carefully read the chapters for the week perform better on quizzes and exams.
1. Reliable and punctual attendance is critical in the workplace. Attendance in this class is important for you to learn through experiential development of written and oral communication skills.
   a. Each student is allowed one absence without grade consequences, but you are responsible for emailing me concerning all absences. After one absence, 10 points per absence are deducted from your overall grade points. It is your responsibility to keep up with assignments in missed classes and to notify me by email of expected and unexpected absences. Three late arrivals constitute one absence. A student who arrives 20 or more minutes after the beginning of class will be considered absent.

2. Oral Assignments – All presentations 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 dates will not be changed once a student confirms the date.
   a. All students must wear casual business attire for the presentations. Points are deducted for inappropriate attire.

3. Written Assignments – This course has an online component, so you will use Canvas and paper copies to turn in assignments. Assignments are only accepted on time, or you may submit assignments early. The IT service desk can help if you have computer trouble: 704-687-5500. Technical difficulty is not an excuse for missing an assignment deadline.
   a. All assignments you turn in must be typed and uploaded to Canvas by the assigned deadline in order to avoid a zero on the assignment. Also, please use 12 point font size in Times New Roman or Arial for better readability.

---

**Grading and Assignments:**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 Quizzes at 4pts. each</td>
<td>60 pts.</td>
</tr>
<tr>
<td>Cumulative Final</td>
<td>100 pts.</td>
</tr>
<tr>
<td>Informative Report</td>
<td>25 pts.</td>
</tr>
<tr>
<td>Informative Presentation &amp; Performance Evaluation</td>
<td>75 pts.</td>
</tr>
<tr>
<td>Analytical Report</td>
<td>100 pts.</td>
</tr>
<tr>
<td>Analytical Presentation &amp; Performance Evaluation</td>
<td>125 pts.</td>
</tr>
<tr>
<td>Homework, In class exercises, Class Participation/Interviews</td>
<td>115 pts.</td>
</tr>
<tr>
<td><strong>Total points possible</strong></td>
<td><strong>600pts.</strong></td>
</tr>
</tbody>
</table>

A 537 - 600
B 477 - 536
C 417 - 476
D 357 - 416
F 356 and below

There are no make-ups for exams missed due to unexcused absences. If you need to miss class to participate in religious holidays or to represent the university you should notify me in advance of the event. If you have any other assignment scheduling conflicts these should be discussed on a personal basis with me within the first two weeks of the course.
4. Vericite plagiarism detection used
   a. As a condition of taking this course, all required papers may be subject to
      submission for textual similarity review to Turnitin.com for the detection of
      plagiarism. You will upload your assignments directly into
      Turnitin.com via Canvas. No class ID or password is
      necessary. 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.). All submitted papers will be included as source documents in the
        Turnitin.com reference database solely for the purpose of detecting plagiarism.

5. We welcome your emails, but, as formal modes of communication, we expect them to be written
   in a formal manner. We expect an appropriate salutation (e.g., “Hey!” is not appropriate), and we
   expect them to be written without misspelled words and poor grammar. Proper names and words
   at the beginning of the sentence should be capitalized. If you send an email that has any such
   errors, I will send a reply saying “Please proofread your email and re-send.”

Gen Ed Requirements/CATT 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.

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.
Core Communication Skills and Required Assignments

All projects must conform to APA standards.

1. **Written Communication**: Students write letters, memos, proposals, formal and informal reports, work plans, and progress reports.

2. **Oral Communication**: Oral presentations from 6-10 minutes long address informative, persuasive, and extemporaneous methods of delivery. Some oral presentations require the use of visual aids.

3. **Time Management**: Assignments are varied, integrated, and overlapping, and students must focus on multiple issues, projects, and demands. Students must, therefore, take responsibility for planning and pacing their own work as well as developing time management skills.

4. **Evaluation/feedback**: Assignments that require students to learn and develop evaluation and feedback skills, such as editing one’s own writing and doing self-critiques, self-evaluations, peer-editing, and peer-evaluations.

For a detailed list of your written and oral assignments, please refer to the special topics section within the syllabus.

Class Expectations Continued...

6. Online homework 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 the homework assignments.

7. If you miss an exam, written assignment, 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. After the first exam is completed and turned in, students who arrive late will not be permitted to take the exam.

8. Cell Phones and Video Recordings. Use of cell phones during class and/or video recordings of lectures is prohibited.

9. 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.

10. 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
Expectations Final Thoughts

This is a Communications course; therefore, I expect students to be able to communicate effectively through verbal and written communication.

Grade Review

• All grades will be posted in Canvas. We will not discuss assignment grades or test items on the day an assignment or test is returned. The only exception to this policy is a grade miscalculation or recording on Canvas. All other discussion of grades or test answers will occur after at least one day (24 hours) and no more than three days (72 hours) after the assignment has been returned. A grade review request must be made to the facilitator (Mrs. Stamper) in writing (via email) within 4 working days after receiving the graded work. No exceptions.

• Final grades are not subject to review request as it represents your entire body of coursework. In laymen’s terms: A student inquiring about second chances, rounded grade points, missed assignments, or requests for extra credit will receive the following reply:

“Thank you for your email. Per our syllabus, your course contract, you agreed to the terms of COMM3160. Those terms include no renegotiation of our course contract.”

Talk To Me Policy – A Personal Note from the Instructor

• I welcome whole-heartedly the opportunity to speak with you about any questions or concerns you may have about our class. I can’t help you if I don’t know what you need.

SESSION POLICIES

1. Due to the participatory and performative nature of this class, your attendance is crucial. ONE ABSENCE WILL BE EXCUSED WITHOUT PENALTY.

2. On your presentation day, you are required to bring the presentation rubric otherwise your grade will be a 0. You will submit to me (via email) your visual aids the day before you present. If you have not submitted your visual aids beforehand, there will be a 5 point deduction from your presentation.

3. 10 points per instance will be deducted from your presentation if you are using an electronic device during another student’s presentation, or do not attend other student’s presentations, unless you have a documented excuse from a health care provider, your manager, or from the Dean of Students office.

Late Work Policy

• Late assignments will generally NOT be accepted. Exceptions will only be made for significant illness or emergency. It is up to my discretion as to whether a late project will be accepted and as to whether a penalty will be deducted for it. If accepted, late projects may have 10% of the total points deducted from the grade for each day that it is late.
1. Major Written Assignments: A Writing intensive course requires students to write regularly—several times during the semester. It is only through the practice of writing that students learn to improve their writing.
   a. Informative Memo
   b. Informative Self Performance Evaluation
   c. Analytical Report
   d. Analytical Peer Performance Evaluation

2. Major Oral Assignments
   a. Mock Interviews
   b. Informative Presentation
   c. Analytical Presentation

3. Online Component Assignments
   a. These assignments include: online stimulations, quizzes, and videos of the concepts you are learning within the class. These assignments are accessible through canvas and Pearson mylab.

4. Professional Conduct Grade: The following behaviors will be considered evidence of your professional conduct and will be evaluated by me.
   • Participation in class and group meetings, this includes your participation with Poll Everywhere
   • Timely notice about absences to group members, trainers, and facilitator via email
   • Attention to and courteous behavior and respectful communication toward instructor, peers, trainers, and guest lecturers
   • Participation in class discussion and exercises to learn and to contribute to the learning of others
   • Completion of assignments and preparation for class
   • Encouragement of others by asking questions, by allowing others to complete their ideas, and by responding to what others have said
   • Use of supportive feedback
   • Respect for diversity of others
   • Honest responses (i.e., if you do not know something or have not yet completed an assignment, say so!)
   • Contributions of information and ideas that add to the value of the class
   • Behavior consistent with that expected in any business meeting or business environment (i.e. on time, stay until end, no eating, prepared, accept and give constructive feedback)
<table>
<thead>
<tr>
<th>Date</th>
<th>Concepts</th>
<th>Readings/Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/21 Mon</td>
<td>Course objectives and requirements</td>
<td>Review syllabus, course information and tentative class schedule</td>
</tr>
<tr>
<td>(No Class)</td>
<td></td>
<td>Vericite Form Due by 11:55pm</td>
</tr>
<tr>
<td>5/23 Wed</td>
<td>Business presentation planning</td>
<td>Review Course Assignments</td>
</tr>
<tr>
<td></td>
<td>Organizing and outlining your presentation</td>
<td>Discuss Chapter 14</td>
</tr>
<tr>
<td></td>
<td>Developing effective multimedia aids</td>
<td>Informative Topic Approval</td>
</tr>
<tr>
<td>5/26 Sat</td>
<td>Practicing delivery; overcoming stage fright</td>
<td>Read Chapters 1, 4, 14-16</td>
</tr>
<tr>
<td>(No class)</td>
<td>Professional communication in a digital, social, mobile world</td>
<td>Ch. 4 Simulation/Video and Quiz</td>
</tr>
<tr>
<td></td>
<td>The communication process</td>
<td>Ch. 14 Simulation/Video &amp; Quiz</td>
</tr>
<tr>
<td></td>
<td>Overcoming barriers to communication</td>
<td>Ch. 15 Online Simulation &amp; Quiz</td>
</tr>
<tr>
<td></td>
<td>Planning business messages</td>
<td>Ch. 16 Quiz Due</td>
</tr>
<tr>
<td></td>
<td>Analyzing audience</td>
<td>All due by 11:55pm</td>
</tr>
<tr>
<td>5/28 Mon</td>
<td>NO CLASS – MEMORIAL DAY</td>
<td>Guest Lecture – Library Research</td>
</tr>
<tr>
<td>(No Class)</td>
<td></td>
<td>Library Search Assignment: bring to class</td>
</tr>
<tr>
<td>5/30 Wed</td>
<td>Business research</td>
<td>Guest Lecture – Career Center</td>
</tr>
<tr>
<td></td>
<td>Employment communication – Interviewing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Resume, cover letter, and LinkedIn</td>
<td></td>
</tr>
<tr>
<td>6/2 Sat</td>
<td>Mock Interview Due</td>
<td>Mock Interview Due by 11:55pm</td>
</tr>
<tr>
<td>(No Class)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6/4 Mon</td>
<td>Writing business messages</td>
<td>Read Chapters 5-6, 11-12</td>
</tr>
<tr>
<td>(No Class)</td>
<td>Completing business message</td>
<td>Ch. 5 Video &amp; Quiz</td>
</tr>
<tr>
<td></td>
<td>Planning reports</td>
<td>Ch. 6 Video &amp; Quiz</td>
</tr>
<tr>
<td></td>
<td>Writing reports</td>
<td>Ch. 11 Simulation/Video &amp; Quiz</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ch. 12 Simulation/Video &amp; Quiz</td>
</tr>
<tr>
<td></td>
<td></td>
<td>All due by 11:55pm</td>
</tr>
<tr>
<td>6/6 Wed</td>
<td>Informative Memos &amp; Presentations</td>
<td>Informative Presentations Due</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Informative Memo Due by 9:00am</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 10 Activity</td>
</tr>
<tr>
<td>6/9 Sat</td>
<td>Persuasive messages</td>
<td>Read Chapters 10,13</td>
</tr>
<tr>
<td>(No Class)</td>
<td>Completing reports and proposals</td>
<td>Ch. 10 Online Simulation &amp; Quiz</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ch. 13 Simulation/Video &amp; Quiz</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Extra Credit Appendix A Quiz</td>
</tr>
<tr>
<td></td>
<td></td>
<td>All due by 11:55pm</td>
</tr>
</tbody>
</table>
# Tentative Schedule

(***Please note that this timetable may alter slightly over the course of the semester due to the performative nature of this class.)

<table>
<thead>
<tr>
<th>Date</th>
<th>Concepts</th>
<th>Readings/Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/11 Mon</td>
<td>Informative Performance Evaluations</td>
<td>Informative Performance Evaluations&lt;br&gt;Extra Credit Grammar Quiz&lt;br&gt;Extra Credit Citations Quiz&lt;br&gt;All due by 11:55pm</td>
</tr>
<tr>
<td>6/13 Wed</td>
<td>Analytical Report/Presentation</td>
<td>Analytical Report Topic&lt;br&gt;Approval/Workshop&lt;br&gt;Chapter 8 Activity&lt;br&gt;Chapter 9 Activity</td>
</tr>
<tr>
<td>6/16 Sat</td>
<td>Crafting messages for digital channels&lt;br&gt;Writing routine and positive messages&lt;br&gt;Writing negative messages</td>
<td>Read Chapters 7-9&lt;br&gt;Ch. 7 Simulation/docmakeover &amp; Quiz&lt;br&gt;Ch. 8 Online Simulation &amp; Quiz&lt;br&gt;Ch. 9 Video &amp; Quiz&lt;br&gt;All due by 11:55pm</td>
</tr>
<tr>
<td>6/18 Mon</td>
<td>Collaboration, interpersonal communication, &amp; business etiquette&lt;br&gt;Communicating in a World of Diversity</td>
<td>Chapters 2-3&lt;br&gt;Ch. 2 Online Simulation &amp; Quiz&lt;br&gt;Ch. 3 Online Simulation &amp; Quiz&lt;br&gt;All due by 11:55pm</td>
</tr>
<tr>
<td>6/20 Wed</td>
<td>Analytical Reports &amp; Presentations</td>
<td>Analytical Presentations Due&lt;br&gt;Analytical Report Due by 9:00am</td>
</tr>
<tr>
<td>6/23 Sat</td>
<td>Analytical Performance Evaluations</td>
<td>Analytical Performance Evaluations Due by 11:55pm</td>
</tr>
<tr>
<td>6/26 Tues</td>
<td><strong>FINAL:</strong> 8:00am-10:30AM&lt;br&gt;<em>Bring printed copy of the Analytical Performance Evaluation to hand back to classmates</em>&lt;br&gt;Chapters 1-16</td>
<td></td>
</tr>
</tbody>
</table>