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.

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. COMM 3160 is targeted at the first of these learning outcomes, Communication and Technology Skills.

Belk College’s Statement of 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 create diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.
**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.

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<td>SUPPLEMENT</td>
<td>MyBCommLab® Must allow pop-ups for system to work.</td>
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| INSTRUCTOR INFORMATION | Elizabeth Clayton  
Colvard 3027-G  
Eclayto4@uncc.edu |
| COURSE WEBSITE/CANVAS | http://canvas.uncc.edu  
Log on using you NinerNet username and password. |
| OFFICE HOURS       | W 1:00 p.m. – 2:00 p.m. or by appointment                                                      |

**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 Monday's class,** read assigned chapters for the entire week, complete MyLab online work, 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 on quizzes and exams.

2. **Attendance**
   a. Regular attendance in class is expected, and attendance is part of your extra credit. 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 on assignments and exams. **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.

3. **Oral Assignments – Team & Individual Presentations**
   a. **The team presentations are conducted during class time.** If a student misses his or her team presentation, the student’s presentation grade will be a “zero.” If a student is late for his or her team presentation, ten points will be deducted from the student’s presentation grade (not the entire team’s grade).
   b. **Individual presentations will be conducted during class time. Presentation dates will not be changed once a student confirms the date.** If a student misses his or her presentation, the student’s grade will be a “zero.” If a student is late for
his or her presentation, ten points will be deducted from the student’s presentation grade.

c. **All students must wear professional business suits for the presentations.**
   Please inform me the first week of classes about university services to obtain a business suit if needed.

4. **Written Assignments** – This course has an online component, so you will use Canvas to turn in assignments (no printouts or emails). 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. **Please note that Canvas is optimized for Google Chrome and Firefox; sometimes switching to another browser can help. Technical difficulty is not an excuse for missing an assignment deadline.**
   
a. **All written 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.
   
b. **Turnitin.com plagiarism detection used**
   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 use of quotation marks and proper citation.
   - 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. No student papers will be submitted to Turnitin.com without a student’s written consent and permission. If a student does not provide written consent and permission, the instructor may: (i) require a short reflection paper on research methodology; (ii) require a draft bibliography prior to submission of the final paper; or (iii) require the cover page and first cited page of each reference source to be photocopied and submitted with the final paper.

c. The 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
5. Online MyLab Assignments - Online assignments will be available through Canvas/Pearson MyLab and Mastering with specific deadlines assigned. MyLab online exercises and quizzes reinforce key concepts covered in the text and in lecture. Pay close attention to deadlines in order to avoid zeroes on the MyLab assignments. If you miss MyLab deadlines, you miss the opportunity to complete work that adds points to your grade.

6. 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. Also, please be on time for exams. After the first exam is completed and turned in, students who arrive late will not be permitted to take the exam.

7. Questions about grades must be discussed with me within two class periods after receiving the graded work. Also, carefully review your Opscan sheet on multiple choice exams to ensure that it correctly reflects your answers.

8. 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.

9. 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.

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 socioeconomic status.

11. 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

12. Starfish Academic System

**Starfish** ([www.starfish.uncc.edu](http://www.starfish.uncc.edu)) – As per the Advising Center, Starfish is “an academic early alert and advising connect software system. It allows instructors to send systematic notifications to students regarding their academic progress in their courses referred to as flags, kudos, and referrals.” Students sign into Starfish using their NinerNET IDs and passwords. Please use Starfish to make appointments with me during office hours. Also, I may periodically send you an alert to encourage you or provide informal feedback on your performance in the class.
COMM 3160 COURSE GRADES

EXAMS
Exam # 1 100 points
Exam # 2 100 points

KEY WRITTEN & ORAL ASSIGNMENTS
Informative Report 100 points
Informative Presentation 100 points
Team Proposal Draft 15 points
Team Proposal 100 points
Team Presentation 100 points
In-class activities 100+ points

ONLINE MYLAB ASSIGNMENTS
Online Videos, Simulations, Quizzes 285 points

EXTRA CREDIT
Attendance, Employment Communication, Ground Rules -------

TOTAL POINTS 1000+

GRADING SCALE
A 900 – 1000+
B 800 – 899
C 700 – 799
D 600 – 699
F 599 and below
<table>
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<tr>
<th>DATE</th>
<th>READINGS</th>
<th>TOPIC/ASSIGNMENT</th>
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| 1/8    | Ch. 1    | - Course objectives and requirements  
|        |          | - Professional communication in a digital, social, mobile world  
|        |          | - The communication process  
|        |          | - Overcoming barriers to communication  |
| 1/10   | Ch. 1    | - MyLab: DUE 11:59 p.m. on Friday, 1/19  
|        |          |   - Ch. 1 Video Quiz  
|        |          |   - The communication process cont.  
|        |          |   - Planning business messages  
|        |          |   - Analyzing audience  
|        |          |   - In-class activity  
|        |          |   - Last day to add, drop with no grade 1/16  |
| 1/17   | Ch. 4    | - MyLab: DUE 11:59 p.m. on Friday, 1/19  
|        |          |   - Ch. 4 Online Simulation  
|        |          |   - Suggested: Nouns, & Pronouns  
|        |          |   - Respond to professional e-mail by Thursday, 1/18.  
|        |          |   - Researching type and scope of messaging  
|        |          |   - Crafting a message  
|        |          |   - In-class activity  
|        |          |   - Begin working on your Resume, Professional Cover letter, & LinkedIn Profile.  |
| 1/22   | Ch. 2    | - MyLab: DUE 11:59 p.m. on Sunday, 1/21  
|        |          |   - Ch. 2 Simulation  
|        |          |   - Suggested: Verb Tense, Subject-Verb Agreement  
|        |          |   - Team communication and collaborative tools  
|        |          |   - Target Case Study: Client Meeting  
|        |          |   - In-class activity  
|        |          |   - In-class team meetings & Sign-up  |
| 1/24   | Ch. 15   | - MyLab: DUE 11:59 p.m. on Tuesday, 1/23  
|        |          |   - Ch. 15 Quiz  
|        |          |   - Suggested: Adjectives & Adverbs  
|        |          |   - Employment communication  
|        |          |   - Resume, cover letter, & LinkedIn profile  
|        |          |   - In-class activity  |
| 1/29   | Ch. 16   | - MyLab: DUE 11:59 p.m. on Sunday 1/28  
|        |          |   - Ch. 16 Quiz  
<p>|        |          |   - Ch. 16 Simulation: Interviewing  |</p>
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<tr>
<th>Date</th>
<th>Activity</th>
<th>Assignments and Activities</th>
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| 1/31 | Class Activity | **DUE by class, 1/29 Bring:**  
- a hard copy of your **resume**,  
- **cover letter** to class,  
- short **description** of company  
- and ensure ability to review  
  **LinkedIn Profile**  
- **Team meeting**  
- **Upload to CANVAS:** resume, cover letter, company description, and LinkedIn profile link by Sunday, 2/3 11:59 pm. |
| 2/5  | Ch. 11 | **MyLab:** **DUE 11:59 p.m. on Sunday, 2/04**  
- **Chapters 11 Quiz**  
- **Suggested: Sentences**  
- Planning reports and proposals  
- Writing reports and proposals  
- In-class activity |
| 2/7  | Ch. 12 | **MyLab:** **DUE 11:59 p.m. on Tuesday, 2/07**  
- **Chapters 12 Quiz**  
- **Suggested: Modifiers**  
- Report and proposal assignments discussed  
- Business research  
- In-class activity |
| 2/12 | Ch. 13 | **MyLab:** **DUE 11:59 p.m. on Sunday, 2/11**  
- **Ch. 13**  
- **Suggested: Avoiding Wordiness** |
| 2/14 | Ch. 5, & A21 – 26 | **MyLab:** **DUE 11:59 p.m. on Sunday, 2/13**  
- **Writing Style Ch. 5 Quiz**  
- **Grammar & Mechanics Quiz**  
- Completing reports and proposals  
- Report Documentation |
| 2/19 | EXAM | **EXAM 1** (Ch. 1,2,4;11-13;15-16; lecture notes)  
Team presentation assignment discussed |
| 2/21 | In-class Activity | **DUE: Bring hard copy of Informative Report to class.**  
- Evaluate fellow classmates report. |
| 2/26 | INFORMATIVE REPORT DUE 2/25 @ 11:59 p.m. |  
- **In-class activity**  
- Team Time |
| 2/28 | Ch. 6 | **MyLab:** **DUE 11:59 p.m. on Tuesday, 2/27**  
- **Ch. 6 Style Quiz,**  
- Completing business messages  
- Business presentation planning  
- Organizing and outlining your presentation  
- **In-class team meetings; review team** |
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<tr>
<td>3/5</td>
<td>NO CLASS – SPRING RECESS</td>
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<td>3/7</td>
<td>NO CLASS – SPRING RECESS</td>
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<td>3/12</td>
<td>Ch. 14 - MyLab: DUE 11:59 p.m. on Sunday, 3/4</td>
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<td>- Developing effective multimedia aids</td>
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<td>- Practicing, delivering, and overcoming stage fright</td>
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<td>- Impromptu presentation practice</td>
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<td>- In-class team meetings; review team proposal draft</td>
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<td>3/14</td>
<td>Ch. 7 - TEAM PROPOSAL DRAFT DUE 11:59 p.m. on Tuesday, 3/12</td>
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<td>- Crafting messages for electronic media</td>
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<td>3/19</td>
<td>Ch. 8 - Last Day to Withdraw From Course (subject to policy)</td>
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<td>- Writing routine and positive messages</td>
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<td>- In-class activity</td>
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<td>3/26</td>
<td>Ch. 9 - Individual Presentation Sign-ups</td>
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<td>- Negative messages</td>
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<td>- Positive messages</td>
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<td>3/28</td>
<td>Ch. 10 - Persuasive messages</td>
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<td>- Receive team proposal draft with MDB comments</td>
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<td>- Team practice sessions</td>
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<td>- Last Day to Withdraw from Course (subject to policy)</td>
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<td>4/2</td>
<td>Team Practice Sessions - FINAL TEAM PROPOSALS DUE (Upload final proposal to me via Canvas DUE by 11:59 p.m. on 3/25; email final proposal to Target reps)</td>
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<td>4/4</td>
<td>Final Team Presentations - Team Presentations</td>
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<td>- MyLab: DUE 11:59 p.m. on Tuesday, 3/27</td>
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<td>o Ch. 3 Video Quiz</td>
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<td>4/9</td>
<td>Ch. 3 - Global Communication Challenges</td>
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<td>4/11</td>
<td>Make-up day - Cover any material that we have not been able to address.</td>
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<td>- Potential Online Discussion Assignment</td>
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<td>4/16</td>
<td>Ch. 14 - FIX</td>
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<td>4/18</td>
<td>Individual Presentations</td>
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<td>4/25</td>
<td>Individual Presentations</td>
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<td>4/30</td>
<td>Last Day of Class - Individual Presentations</td>
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<td>- MyLab: DUE 11:59 p.m. on Monday, 4/30</td>
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<td>5/2</td>
<td>Reading day</td>
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<td>5/7</td>
<td>Final Exam</td>
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- Nouns, Pronouns, Verb Tense, Subject-Verb Agreement, Adjectives & Adverbs, Sentences, Modifiers, Avoiding Wordiness.