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
*Excellence in Business Communication* by Thill and Bovee

SUPPLEMENT
MyBCommLab ® Must allow pop-ups for system to work.
FACULTY  John Cassese
INFORMATION  Adjunct Office
212-495-9494
jcassese@uncc.edu

COURSE WEBSITE/CANVAS:  https://canvas.uncc.edu
Log on using your NinerNet username and password.

OFFICE HOURS
By appointment - As I don’t have an assigned office, we can be flexible if you wish to meet.

VIRTUAL OFFICE (FaceTime, SKYPE, Google Hangouts)

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 homework, 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 the professor. Students who carefully read the chapters for the week perform better in the class.

2. Attendance (Extra Credit)
   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) Homework assignments and 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. Points are deducted for inappropriate attire.**

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 Firefox; sometimes switching to Firefox can help. 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.

   b) **Plagiarism detection system used**
      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 - 2 each

5. Online Homework Assignments – 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. MyLab homework is noted in red in the syllabus.

6. If you miss a written 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 minimum of five points and 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.

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. 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](http://www.legal.uncc.edu/policies/ps-105.html)

11. 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**

**KEY WRITTEN & ORAL ASSIGNMENTS**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Informative Report Work Plan</td>
<td>25</td>
</tr>
<tr>
<td>Informative Report Draft</td>
<td>50</td>
</tr>
<tr>
<td>Informative Report</td>
<td>100</td>
</tr>
<tr>
<td>Informative Presentation</td>
<td>100</td>
</tr>
<tr>
<td>Analytical Report Work Plan</td>
<td>25</td>
</tr>
<tr>
<td>Analytical Report Draft</td>
<td>50</td>
</tr>
<tr>
<td>Analytical Report</td>
<td>100</td>
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</tbody>
</table>
Persuasive Presentation 100 points
Motivational Speech Outline 25 points
Motivational Speech Script 25 points
Motivational Speech 100 points

ONLINE ASSIGNMENTS AND IN-CLASS EXERCISES
Online Simulations, Online Quizzes, In-class Exercises 300 points

EXTRA CREDIT
Attendance, Employment Communication Follow-up

TOTAL POINTS 1000+

GRADING SCALE
A 920 – 1000+
B 839 – 919
C 758 – 838
D 677 – 757
F 676 and below

FALL 2017 CLASS - TENTATIVE SCHEDULE

DATE       READINGS       TOPIC/ASSIGNMENT
----------- ---------- ------------------
M 1/8        Ch. 1     - Course objectives and requirements
                 - Professional communication in a digital, social, mobile world
                 - The communication process
                 - Overcoming barriers to communication
                 - Ch. 1 Video Quiz Due 11:59 p.m. on 1/15
- Planning business messages
- Analyzing audience
- Business presentations vs. speeches
- **Ch. 4 Online Simulation Due 11:59 p.m. on 1/15**

**M 1/15**

NO CLASS MLK HOLIDAY

**W 1/17** Ch. 14

- Business presentation planning
- Organizing and outlining your presentation
- Developing effective multimedia aids
- **Ch. 14 Quiz Due 11:59 p.m. on 1/11**

**M 1/22**

- **Ch. 14 Simulation Due 11:59 p.m. on 1/21**

**M 1/22** Ch. 14

- Practicing delivery; overcoming stage fright
- Impromptu presentation practice
- Developing an “elevator pitch”
- **Ch. 15 Quiz Due 11:59 p.m. on 1/26**

**MODULE #2 – GETTING THE POSITION!**

**W 1/24** Ch. 15 & 16

- Employment communication
- Resume, cover letter, and LinkedIn profile
- **Ch. 16 Quiz Due 11:59 p.m. on 1/28**

**M 1/29** Ch. 15 & 16

- Employment communication
- Interviewing/Networking
- Salary Negotiation
- **Extra Credit (10 points; completed by noon on 5/1)**
  - Two Options: University Career Center
    1. Resume review
    2. Mock interview
### MODULE #3 – WRITING & SPEAKING YOUR WAY TO A PROMOTION!

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Section</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>W</td>
<td>1/31</td>
<td>Appendix - <em>Handbook of Grammar</em></td>
<td>- Improving grammar, mechanics, &amp; usage (Substance) - <strong>Complete Ch. 5 Study Module</strong> 11:59 p.m. on 1/28</td>
</tr>
<tr>
<td>W</td>
<td>1/31</td>
<td>Chapter 5</td>
<td>- Writing business messages (Style)</td>
</tr>
<tr>
<td>M</td>
<td>2/5</td>
<td>Ch. 6</td>
<td>- Completing business messages (Style) - <strong>Presentation sign-ups (informative and persuasive presentations, and speech)</strong> - <strong>Complete Ch. 6 Study Module</strong> 11:59 p.m. by 2/4</td>
</tr>
<tr>
<td>W</td>
<td>2/7</td>
<td>Ch. 11</td>
<td>- Business research - Analyzing information - Planning reports and proposals</td>
</tr>
<tr>
<td>M</td>
<td>2/12</td>
<td>Ch. 12</td>
<td>- Writing reports and proposals - <strong>INFORMATIVE REPORT WORK PLAN</strong> DUE 5:00 p.m.</td>
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<tr>
<td>W</td>
<td>2/14</td>
<td>Ch. 13</td>
<td>- Completing reports and proposals - APA Style</td>
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<tr>
<td>M</td>
<td>2/19</td>
<td></td>
<td>- <strong>Online Quiz (Chapters 11, 12, 13)</strong> 11:59 p.m. on 2/18 - <strong>INFORMATIVE REPORT DRAFT</strong> DUE 5:00 p.m.</td>
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<tr>
<td>M</td>
<td>2/26</td>
<td>Ch. 7</td>
<td>- Crafting messages for digital channels - Writing a blog</td>
</tr>
<tr>
<td>W</td>
<td>2/28</td>
<td>Ch. 8, 9</td>
<td>- Writing routine and positive messages - Role play: Congratulating your team - Writing Negative Messages - Role play: Performance review</td>
</tr>
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</table>
- INFORMATIVE REPORT DUE 5:00 p.m.

- ANALYTICAL REPORT WORK PLAN
  DUE 5:00 p.m.

<table>
<thead>
<tr>
<th>M</th>
<th>F</th>
<th>March 5-9</th>
<th>SPRING BREAK</th>
<th>No Class</th>
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<tbody>
<tr>
<td>M</td>
<td></td>
<td>3/11</td>
<td>Ch. 14</td>
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<tr>
<td>W</td>
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<td>3/14</td>
<td>Ch. 14</td>
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<td>3/19</td>
<td>Ch. 14</td>
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<tr>
<td>W</td>
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<td>3/21</td>
<td>Ch. 14</td>
<td>-</td>
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<tr>
<td>M</td>
<td></td>
<td>3/26</td>
<td>Ch. 10</td>
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</tbody>
</table>

- INFORMATIVE PRESENTATIONS

- ANALYTICAL REPORT DRAFT
  DUE 5:00 p.m.

| M   |      | 3/26      | Ch. 10       | -        |

- Persuasive messages
  - Ch. 2 Simulation Due 11:59 p.m. on 3/25

| W   |      | 3/28      | Ch. 10       | -        |

- Persuasive messages (cont.)
  - Role play: Sales and negotiation

| M   |      | 4/2       | Ch. 2        | -        |

- Collaboration, interpersonal communication, & business etiquette
  - Role play: Corporate politics 101
  - Ch. 3 Video Quiz Due 11:59 p.m. on 4/4

| W   |      | 4/4       | Ch. 3        | -        |

- Global communication challenges
  - Role play: Adapting to a new culture

| M   |      | 4/9       |              | -        |

- Analytical Report/Presentation Review
  - ANALYTICAL REPORT DUE 5:00 p.m.

| W   |      | 4/11      | Ch. 14       | -        |

- PERSUASIVE PRESENTATIONS

| M   |      | 4/16      | Ch. 14       | -        |

- PERSUASIVE PRESENTATIONS

| W   |      | 4/18      | Ch. 14       | -        |

- PERSUASIVE PRESENTATIONS
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<th>Day</th>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>M</td>
<td>4/23</td>
<td>Ch. 14 - PERSUASIVE PRESENTATIONS</td>
</tr>
<tr>
<td>W</td>
<td>4/25</td>
<td>MOTIVATIONAL SPEECH OUTLINE &amp; SCRIPT DUE BY 11:00 P.M.</td>
</tr>
<tr>
<td>M</td>
<td>4/30</td>
<td>- MOTIVATIONAL SPEECHES</td>
</tr>
<tr>
<td>W</td>
<td>5/2</td>
<td>- MOTIVATIONAL SPEECHES</td>
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