Faculty Name and Contact Information

J. Joy Davis, MBA
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(Email is the best way to contact. Allow for 24 hours response time.)

Required Texts

Excellence in Business Communication, 12th Edition by Thill & Bovee

Course Description

COMM 3160. Business Communications (WO). Junior Standing. The nature and problems of individual, interpersonal and organizational communication in business. Various verbal techniques such as business presentations and writing will be developed and practiced for effective organizational and individual performance.

Course Structure

Weekly lectures, class discussions, guests’ lectures and oral presentations will comprise class sessions. This is a seminar-style course. As such, students are expected to contribute to class discussion. Some of the class sessions and materials will be directed on Canvas. Refer to the class schedule for specific dates.
Learning Objectives

Upon completion of this course, you should be able to:

- Understand the communication process and recognize the role of the audience in preparing and presenting messages.
- Understand and apply effective speaking and writing techniques
- Understand and use technology to improve written and oral communication

Course Website

https://canvas.uncc.edu (Access via your NInerNet username and password)
MyBCommLab (Access for all homework highlighted in red in the course schedule)

Course Expectations

Today is the FIRST day of the rest of your life. You will excel if you treat it as such AND you will also reap the rewards. I expect GREATNESS.

I. Attendance: Class attendance is mandatory. Come to class on time and plan to stay for the full class period. It is NOT ACCEPTABLE to be regularly tardy for class. Expect pop quizzes and/or in-class assignments and if you are tardy or leave class early then you may not make it up.

II. 10 points will be deducted for each unexcused absence from your final total points. Absences are excused only if a student has a documented illness (specific excuse from a doctor) or other emergency absence permitted by the University. If you are late or leave early – first/last 15 minutes – 5 points will be deducted from your final total points. On Presentation and Guest Speaker class days; ATTENDANCE IS MANDATORY. 5 POINTS WILL BE DEDUCTED FROM YOUR FINAL GRADE FOR EACH DAY MISSED

III. If you work or have other activities scheduled during any of the hours of our class then you should NOT take this course. A university-approved excuse covers extended absences due to family crisis, being on a university sports team or approved organization. This note must come from the Dean of Students or the Athletic Department.

IV. No talking, no outside work or sleeping during class lectures.

V. No usage of cell phones/music or earphone equipment.

VI. Remain for the entire class period unless extenuating circumstances prevail (please discuss IN ADVANCE with the instructor). It is your responsibility to get any work you miss from class (notes, assignments) from a fellow student.

VII. Participation in class discussion on readings and viewings is expected. Your contribution should reflect that you have read and engaged with course materials
and that you are making connections between course materials and your own outside readings.

VIII. No Extra Credit will be offered to any one student that is not offered to the entire class. It is unfair for me to make a deal with you that are not offered to the entire class. There will be extra credit opportunities offered throughout the course.

IX. Grades are posted on Canvas. The assignments in COMM 3160 are weighted by percentages. Therefore, I am unable to calculate your grade for you until all assignments have been submitted. No final grade will be changed unless there is a calculation error. Adhere to all deadlines to receive full credit. **Questions about grades MUST be discussed within (2) class periods after receiving the graded work.**

X. If you miss an EXAM, WRITTEN ASSIGNMENT or PRESENTATION, you will receive a “zero” unless a documented excuse from the Dean of Students office is presented. **Once the first exam has been completed and turned in, students who arrive late will not be permitted to take the exam.**

**Oral Assignments:**
- All presentations are conducted during class time.
- Business attire is required to present. Ten points will be deducted from final presentation grade for inappropriate attire or tardiness on presentation day.

**Written Assignments**
- You will use Canvas to turn in assignments. No print outs or email assignments are permitted.
- IT Service Desk (704-687-5500) is available if you encounter technical difficulties. Plan ahead as technical difficulties are not considered an excuse for late assignments and any work turned in after the deadline will not be accepted. You are welcome to turn in early.
- Vericite plagiarism detection used when submitting courses via Canvas.

**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.**

**Grading Scale:** Your final grade in the course is based upon a 10-point scale

**UNC Charlotte Email Account:** Peruse your UNC Charlotte email account regularly for announcements and emails from me. This is the only email account to which I will send correspondence.

**Academic Integrity:** All work is governed by the UNCC Code of Student Academic Integrity (http://legal.uncc.edu/policies/up-407). Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the professor.
## COMM 3160 COURSE GRADES

### EXAMS

- **Exam # 1** (50 questions; 2 points each) 100 points
- **Exam # 2** (cumulative; 100 questions; 2 points each) 200 points

### KEY WRITTEN & ORAL ASSIGNMENTS

- Informative Report 100 points
- Informative Presentation 100 points
- Analytical Report 100 points
- Persuasive Presentation 100 points

### ONLINE HOMEWORK AND IN-CLASS EXERCISES

- Online Simulations, Online Quizzes, In-class Exercises, Resume 300 points

### EXTRA CREDIT

- Career Center Mock Interview

### TOTAL POINTS

1000+

### GRADING SCALE

- **A** 920 – 1000+
- **B** 839 – 919
- **C** 758 – 838
- **D** 677 – 757
- **F** 676 and below
Class Schedule

Our class schedule is subject to change during the semester. Refer to Canvas and MyBCommLab on expanded details and assignment instructions.

<table>
<thead>
<tr>
<th>DATE</th>
<th>READINGS</th>
<th>TOPIC/ASSIGNMENT</th>
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|       |          | **MODULE #1 – FIRST IMPRESSION**  
ESTABLISHING A BUSINESS COMMUNICATION FOUNDATION |
| T 8/22 | Ch. 1 | - Course objectives and requirements  
- Professional communication in a digital, social, mobile world  
- The communication process  
- Overcoming barriers to communication  
- **Homework: Ch. 1 Video Quiz Due 11:59 p.m. on 8/27** |
| R 8/24 | Ch. 4 | - Planning business messages  
- Analyzing audience  
- **Homework: Ch. 4 Online Simulation Due 11:59 p.m. on 8/27** |
| T 8/29 | Ch. 14 | - Business presentation planning  
- Organizing and outlining your presentation  
- Developing effective multimedia aids  
- **Homework: Ch. 14 Quiz Due 11:59 p.m. on 9/3** |
| R 8/31 | Ch. 14 | - Practicing delivery; overcoming stage fright  
- Impromptu Informative presentation practice (company introduction)  
- **Homework: Ch. 15 Quiz Due 11:59 p.m. on 9/3** |
|       |          | **MODULE #2 – BOSS MOVES**  
GETTING THE POSITION |
| T 9/5 | Ch. 15 & 16 | - Employment communication  
- Resume, cover letter, and LinkedIn profile  
- **In-Class Exercise: LinkedIn Profile Evaluation**  
- **Homework: Create a LinkedIn Profile** |
-www.linkedin.com
Due upload via Canvas by 9/10

R 9/7 Ch. 15 & 16 - Employment communication
- Interviewing
- GUEST SPEAKER (NH)
- Extra Credit (10 points; due beginning of class 9/25)

1. Mock interview – University Career Center

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

T 9/12 Appendix -
Handbook of Grammar
- Improving grammar, mechanics, & usage
  (Substance)
- Grammar Exercise
- Homework: Complete Ch. 5 Study Module 11:59 p.m. on 9/17

R 9/14 Chapter 5 - Writing business messages (Style)
- In-class Grammar Quiz

T 9/19 Ch. 6 - Completing business messages (Style)
- Presentation sign-ups (informative and persuasive presentations)
- Homework: Complete Ch. 6 Study Module 11:59 p.m. on 9/24

R 9/21 Ch. 11 - Business research
- Planning reports and proposals
- Create Resume – Submission must include an initial draft that reviewed by the University Career Center as well as the final copy with changes. Due: 10/3

T 9/26 Ch. 12/13 - Writing reports and proposals
- Completing reports and proposals
- In-class Exercise: Bring Informative Report introduction (one paragraph minimum) to class!
Group Work (exchange with a partner your introduction to your Informative Report)

R 9/28 - GUEST SPEAKER (GL)

T 10/3 - Lecture and Exam Study Guide

R 10/5 - Midterm Exam begins no later than 2:00PM
EXAM 1: Ch 1,4,5,6;14,15,16; Appendix;

T 10/10 - NO CLASS TODAY – FALL RECESS

R 10/12 Ch. 11-13 In-Class Exercise *Bring Laptop to class*
- Online Quiz
- (Chapters 11,12, 13)

T 10/17 Ch. 7-8 - GUEST SPEAKER-BO
- Writing negative messages
  - In-class Exercise
  - INFORMATIVE REPORT DUE 5:00 p.m.

T 10/24 Ch. 14 - INFORMATIVE PRESENTATIONS

R 10/26 Ch. 14 - INFORMATIVE PRESENTATIONS

T 10/31 Ch. 14 - INFORMATIVE PRESENTATIONS

R 11/2 Ch. 14 - INFORMATIVE PRESENTATIONS

T 11/7 Ch. 10 - Persuasive messages
  - Homework: Ch. 2 Simulation Due 11:59 p.m. on 11/12

R 11/9 Ch. 10 - Persuasive messages (cont.)
  - In-class exercise (Peer Review-“SELL ME”)

T 11/14 Ch. 2 - Collaboration, interpersonal communication, & business etiquette
- Homework: Ch. 3 Video Quiz Due 11:59 p.m. on 11/19

R 11/16 Ch. 3 - Global communication challenges
- ANALYTICAL REPORT DUE 5:00 p.m.

T 11/21 Ch. 14 - PERSUASIVE PRESENTATIONS

R 11/23 NO CLASS (THANKSGIVING)

T 11/28 Ch. 14 - PERSUASIVE PRESENTATIONS

R 11/30 Ch. 14 - PERSUASIVE PRESENTATIONS

T 12/5 Ch. 14 - PERSUASIVE PRESENTATIONS
- FINAL EXAM STUDY GUIDE: Posted on Canvas

R 12/7 - READING DAY

T 12/12 - COMM 3160-014 CUMULATIVE FINAL EXAM 2 (Exam time: 2:00 – 3:15PM)

Additional Course Resources

I. The University Speaking Center (USC) is a FREE peer-tutored facility located in Atkins Library G33. Our goal is to help students be prepared and confident for their presentations regardless of their level of experience. USC consultants help assist with audience-centered topic selection; speech outlines, organization and content development suggestions; delivery feedback; attention-getting presentation aids; managing public speaking anxiety; and increasing confidence. Assistance with conversational English is also provided. Please contact us at universityspeakingcenter@uncc.edu for more information or scheduling appointments.

II. 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:
   i. - Content (missing important information/details) -5 each
   ii. - Organization (direct/indirect style) - 5 each
   iii. - Misspelled words - 5 each
iv. - Format errors - 2 each
v. - Subject/verb agreement, awkward phrases, dangling - 2 each
expressions, tone, punctuation, grammar, conciseness,
clarity, sentence/paragraph length, coherence, word choice,
active/passive voice, parallelism, transitions

III. Vericite plagiarism detection used
i. As a condition of taking this course, all required papers may be
subject to submission for textual similarity review to Vericite for the
detection of plagiarism. You will upload your assignments directly
via Canvas. No class ID or password is necessary.
ii. Plagiarism, as defined in the UNC Charlotte code of student
academic integrity is:
iii. Submitting the work of another as your own.
iv. Directly quoting from a source without proper citation or use of
quotation marks.
v. Paraphrasing or summarizing another’s work without
acknowledging the source.
vi. Using facts, figures, graphs, charts, or information without
acknowledging the source.
vii. Purchasing and/or copying commercial term papers or other course
work and submitting as your own.

IV. The University Career Offers a wide range of resources for students, alumni, and
campus partners through our career model, the Career Success Story. This
model describes the building blocks required of a “career savvy” candidate. The
following five categories provide the foundation for career programs, services,
and resources to ensure that all UNC Charlotte students are provided with the
tools required for career success. http://career.uncc.edu/resources