BUSINESS COMMUNICATION

COMM 3160 /SPRING 2018/ Friday 386

Faculty Name and Contact Information

J. Joy Davis, MBA
Office Hours: TR 12:30-1:50 BY appointment
Email: joy.davis@uncc.edu
(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. Attendance checks will take place once per week on varying class days.

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. 15 ADDITIONAL POINTS WILL BE DEDUCTED FROM YOUR FINAL GRADE FOR EACH PRESENTATION 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. Technology Policy: No usage of cell phones/music or earphone equipment. No cell phones should be out during class times. This includes simply sitting at your desk. While you may use your laptop for notes, the use of your laptop for anything other than note taking will not be tolerated. Students caught doing so will be asked to close their laptop for the remainder of the class.
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. 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.**

XI. **Grade Appeals - I will not discuss assignment grades or test items on the day an assignment or test is returned.** All other discussion of grades will occur after at least one day (24 hours) and no more than two class periods after the assignment has been returned. If you are absent on the day of return, your time frame for an appeal is the same as for those students that were present on return day. To make an appeal, please email me within the appropriate time frame with a detailed argument explaining why you believe you deserve a different score. You will also need to return the graded assignment the class period following your email so I can compare it to your email. I will comment on your argument by either agreeing or disagreeing. If I agree with you, you will receive the points. If I disagree, you have the opportunity to make an appointment during office hours. No grade appeals will be heard following the last day of classes unless it concerns a grade returned during the final exam period. In this case, an email as described above must be sent before the end of my office hours scheduled during the final exam period.

XII.

**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

A = 90-100
B = 80-89
C = 70-79
D = 60-69
F = Below 59

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)  100 points
Exam # 2 (cumulative)    100 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 400* points

EXTRA CREDIT

Career Center Mock Interview ---------
*Point allotment and weight may vary.

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>
</tr>
</thead>
</table>
| T 1/9 | 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 1/14 |
| R 1/11| Ch. 4    | - Planning business messages  
- Analyzing audience  
- Assign Group Members and Discuss Informative Assignment  
- Homework: Ch. 4 Online Simulation Due 11:59 p.m. on 1/14 |
T 1/16 Ch. 14 - Business presentation planning
- Organizing and outlining your presentation
- Developing effective multimedia aids
- **Homework: Ch. 14 Quiz Due 11:59 p.m. on 1/21**

R 1/18 Ch. 14 - Practicing delivery; overcoming stage fright
- **Impromptu Informative presentation practice**
  (company introduction)
- **Homework: Ch. 15 Quiz Due 1/28 11:59 p.m. on**

---

**MODULE #2 – BOSS MOVES**
**GETTING THE POSITION**

T 1/23 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 2/11

R 1/25 Ch. 15 & 16 - Employment communication
- Interviewing
- **GUEST SPEAKER (GL/AS)**
- Extra Credit (10 points; due beginning of class 2/27)

  1. **Mock interview – University Career Center**

---

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

T 1/30 Appendix - *Handbook of Grammar*
- Improving grammar, mechanics, & usage (Substance)
- **Grammar Exercise**
- **Homework: Complete Ch. 5 Study Module 11:59 p.m. on 2/18**

R 2/1 Chapter 5 - Writing business messages (Style)
- **In-class Grammar Quiz**

T 2/6 Ch. 6 - Completing business messages (Style)
- Presentation sign-ups (informative and persuasive presentations)
- **Homework:** Complete Ch. 6 Study Module 11:59 p.m. on 2/18

R 2/8 Ch. 11
- Business research
- Planning reports and proposals
- **Discuss Resume Assignment**
  - Create Resume – Submission must include the initial draft that was reviewed by the University Career Center (stamped, signed and dated), as well as the final copy (which contains the changes). **Due: 2/22**

T 2/13 Ch. 12/13
- Writing reports and proposals
- Completing reports and proposals
- **In-class Exercise:** Bring Informative Report introduction (TWO paragraph minimum) to class!
  - Exchange your introduction to your Informative Report with partners

R 2/15 Ch. 3
- Global communication challenges

T 2/20
Lecture and Exam Study Guide

R 2/22
Group Work (no in/class)

T 2/27
**Midterm Exam begins no later than 2:00PM**

EXAM 1: Ch 1, 4, 5, 6; 14, 15, 16; Appendix;

R 3/1
Guest Speaker (BO)

T 3/5
NO CLASS- SPRING BREAK

R 3/8
NO CLASS- SPRING BREAK

T 3/13 Ch. 11-13
- In-Class Exercise **Bring Laptop to class**
- Online Quiz
- (Chapters 11, 12, 13)

R 3/15 Ch. 7-8
- Crafting messages for digital channels
<table>
<thead>
<tr>
<th>Date</th>
<th>Chapter</th>
<th>Activities</th>
</tr>
</thead>
</table>
| T 3/20 |         | - Writing routine and positive messages  
          |         | - Video/ In-class Exercise  
          |         | - Scaffold/Presentation Critique |
| R 3/22 | Ch. 9   | - Writing negative messages  
          |         | **INFORMATIVE REPORT DUE WEDNESDAY**  
          |         | **3/21 @ 5:00 p.m.** |
| T 3/27 | Ch. 14  | - INFORMATIVE PRESENTATIONS |
| R 3/29 | Ch. 14  | - INFORMATIVE PRESENTATIONS |
| T 4/3  | Ch. 14  | - INFORMATIVE PRESENTATIONS |
| R 4/5  | Ch. 14  | - INFORMATIVE PRESENTATIONS |
| T 4/10 | Ch. 10  | - Persuasive messages  
          |         | **Homework: Ch. 2 Simulation Due 11:59 p.m. on 4/8** |
| R 4/12 | Ch. 10  | - Persuasive messages (cont.)  
          |         | **In-class exercise (Peer Review-“SELL ME”)**  
          |         | **ANALYTICAL REPORT DUE Monday, 4/9 @ 5:00 p.m.** |
| T 4/17 | Ch. 2   | - Collaboration, interpersonal communication,  
          |         | & business etiquette  
          |         | **Homework: Ch. 3 Video Quiz Due 11:59 p.m. on 4/15** |
| R 4/19 | Ch. 14  | - PERSUASIVE PRESENTATIONS |
| T 4/24 | Ch. 14  | - PERSUASIVE PRESENTATIONS |
| R 4/26 | Ch. 14  | - PERSUASIVE PRESENTATIONS |
| T 5/1  | Ch. 14  | - PERSUASIVE PRESENTATIONS |
| R 5/3-5/10 |         | **COMM 3160 CUMULATIVE FINAL EXAM**  
          |         | (Exam Time: TBD)** |
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.

   a. 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:
          1. Submitting the work of another as your own.
          2. Directly quoting from a source without proper citation or use of quotation marks.
          3. Paraphrasing or summarizing another’s work without acknowledging the source.
          4. Using facts, figures, graphs, charts, or information without acknowledging the source.
          5. Purchasing and/or copying commercial term papers or other course work and submitting as your own.

III. 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

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.

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