

BUSINESS COMMUNICATIONS

M-W LECTURE + LAB

MGMT 3160 – FALL 2009

Melody Dixon-Brown, M.B.A.

University Catalog Description

MGMT 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, graphics, public speaking and writing will be developed and practiced for effective organizational and individual performance. (*Fall, Spring, Summer*) (*Evenings*)

General Education Requirements Statement

MGMT 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, Aadaptability to Change, Globalization, and Diversity, Teamwork and Leadership, and Thinking, Integration, and Problem Solving. MGMT 3160 is targeted at the first of these learning outcomes, Communication and Technology Skills.

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. appreciate diversity and intercultural differences as a part of the communication process
3. understand and use technology to improve written and oral communication
4. organize and develop effective informative and persuasive business presentations
5. understand and develop effective business correspondence including memos, letters, and reports
6. understand the job search process including cover letters, resumes, and interviewing techniques
7. understand the process of interpersonal and group communication

REQUIRED *Business and Administrative Communication* by Kitty O. Locker and Donna Kienzler
TEXTBOOK McGraw-Hill/Irwin Publishing Company; eighth edition, 2008.
& MATERIALS **Interwrite Personal Response System (PRS) Clicker**

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COURSE WEBSITE/BLACKBOARD VISTA: <http://bbvista.uncc.edu>

1. In Blackboard Vista Help, click on “Log in to Blackboard Vista.” 2. Click on UNC Charlotte. 3. Log on using your NinerNet username and password.

SCHEDULE **OFFICE HOURS** **MWF** **12:00 – 2:00 p.m.**
*Other office hours available by appointment *

Large Lecture Class – MW 8:00 a.m. – 8:50 a.m. FRETWELL 113

MGMT 3160-001	T	8:30 – 9:20 a.m.	FRIDAY 35- Lab/Workshop Hours
MGMT 3160-002	R	8:30 – 9:20 a.m.	FRIDAY 35- Lab/Workshop Hours
MGMT 3160-003	T	2:00 – 2:50 p.m.	FRIDAY 35- Lab/Workshop Hours
MGMT 3160-004	R	2:00 – 2:50 p.m.	FRIDAY 35- Lab/Workshop Hours

CLASS POLICIES

1. Read assignments before class. If you don't understand certain concepts in the readings, ask questions in class or schedule a time to meet with the professor or graduate assistant.
2. Attendance
 - Regular attendance in class is expected, and attendance is part of your grade. 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. Interwrite clickers will be used to confirm attendance.
 - 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.
 - Missing class through unexcused absences or arriving late to class will impact your overall grade.

3. Oral Assignments – Informative Presentation and Panel Interview
- **Informative presentations will be scheduled outside of 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 presentation grade will be a "zero."**
 - **Panel interviews will be in groups of ten and conducted during lecture periods and labs/workshops. If a student misses his or her scheduled interview, the student's interview grade will be a "zero."**
 - **All students must wear professional business suits for the presentations and panel interviews.**
4. Written Assignments – Memo, Business Report, Cover Letter, Resume
- All assignments you turn in must be typed and in hard copy (no e-mail submissions) in order to receive credit. No exceptions. Please use **12 point font size in Times New Roman or Arial. When you submit an assignment, please keep a copy for your records.**
 - **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. 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 result in the student being reported to the Dean of Students Office with the possibility of a "zero" on the assignment or 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 of such papers. No student papers will be submitted to Turnitin.com without a student's [written consent](#) and permission. If a student does not provide such 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.

- The resume, memo, letter, and business report 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. Late Work

Hard copies of the assignments are collected at the **beginning** of the class session (usually, within the first two minutes of class) on the day they are due. Assignments will be considered late if they are turned in after the beginning of class and will be reduced by 50 percent. Assignments more than one week late are not accepted. In addition, assignments must be uploaded into the Turnitin.com system by the due date to avoid a five-point deduction from each assignment.

6. If you miss an exam, assignment, presentation, or panel interview, you will receive a “zero” unless you have a documented, excused absence. 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 a graduate assistant or Ms. Dixon-Brown within two class periods after receiving the graded work.

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 are 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. The Code is available from the Dean of Students Office or online at: <http://www.legal.uncc.edu/policies/ps-105.html>

COURSE ASSIGNMENTS - (Attendance **IS part of your final grade)**

Midterm Exam _____	15 %	x	_____	=
Cumulative Final Exam _____	20 %	x	_____	=
Resume _____	5 %	x	_____	=
Memo _____	5 %	x	_____	=
Letter _____	5 %	x	_____	=
Report _____	15 %	x	_____	=
Informative Presentation _____	15 %	x	_____	=
Panel Interview _____	5 %	x	_____	=
Pop Quiz Average _____, _____, _____, _____, _____	10 %	x	_____	=
Attendance _____	5 %	x	_____	=

GRADING SCALE A 93 – 100 B 84-92 C 77-83

FALL 2009 CLASS - TENTATIVE SCHEDULE

DATE	READINGS	TOPIC/ASSIGNMENT
M 8/24		- Course objectives and requirements
LAB 1		- Informal introductions/impromptu
W 8/26	Ch. 13	- Communicating across cultures - Global communication challenges
M 8/31	Ch. 1 & 2	- Business communication management - Communication process - Adapting your message to your audience
LAB 2		- In-class writing exercises
W 9/2	Ch. 17	- Business presentation planning and organizing - Informative presentation assignment discussed
M 9/7		- Labor Day – University Closed
LAB 3		- Presentation outline due - In-class presentation practice
W 9/9	Ch. 17	- Developing effective multimedia aids - Practicing delivery/overcoming stage fright
M 9/14	Ch. 14	- Working and writing in groups - Conflict resolution

LAB 4

- In-class writing exercises
- Meet in CHHS 384

W 9/16

- E-mail, Wikis, Blogs, and Online Collaboration

M 9/21

Ch. 14

- Business meeting planning/participation

LAB 5

- In-class writing exercises
- Meet in CHHS 384

W 9/23

Ch. 3

- Building goodwill

M 9/28

Ch. 4
pp.630 -654

- Making your writing easy to read

LAB 6

- In-class writing exercises
- Meet in CHHS 384

W 9/30

Ch. 5 & 6
pp. 611-628

- Planning, composing, and revising
- Designing documents, data displays, and visuals

M 10/5

Ch. 10

- Informative and positive messages

LAB 7

- MIDTERM EXAM (Ch. 1-6 ; 13-14, 17 ; pp. 611-654 ; lecture notes and handouts)
- Meet in CHHS 384

W 10/7

Ch 12

- Persuasive messages
- Memo assignment discussed

M	10/12-13		- Student Recess – No Classes
	LAB 8		- In-class writing exercises - Meet in CHHS 384
W	10/14	Ch. 12	- Persuasive messages (continued)
M	10/19	Ch. 11	- Negative messages
	LAB 9		- MEMO ASSIGNMENT DUE - Writing exercises; meet in CHHS 384
W	10/21	Ch. 15	- Business report planning & organizing - Business report assignment discussed
M	10/26	Ch. 15 & 16	- Business research
	LAB 10		- In-class exercises: analyzing data
W	10/28	Ch. 16	- Collecting and analyzing data
M	11/2	Ch. 16	- Business report & proposal writing style
	LAB 11		- Review business reports/proposals
W	11/4	Ch. 16	- Business report documentation
M	11/9		- Career Planning
	LAB 12		- Review business reports/proposals - Review business report documentation

W	11/11	Ch. 8	- Cover letters - Cover letter/resume assignments discussed
M	11/16	Ch. 7	- Traditional resumes (Chronological vs. Functional)
LAB 13			- BUSINESS REPORTS DUE - Review cover letters and resumes
W	11/18	Ch. 7	- Electronic resumes and employment technology
M	11/ 23	Ch. 9	- Interviewing - Panel interview assignment discussed
LAB 14			- COVER LETTER/RESUME DUE
W	11/25-28		- Thanksgiving Break – No Classes
M	11/30		- PANEL INTERVIEWS
LAB 15			- PANEL INTERVIEWS
W	12/2		- PANEL INTERVIEWS
M	12/7		- PANEL INTERVIEWS
LAB 16			- PANEL INTERVIEWS
W	12/9		- PANEL INTERVIEWS
R	12/10		- READING DAY
M	12/14		- CUMULATIVE FINAL (Exam time: 8:00 a.m.–10:30 a.m.) [Ch. 7-12, 15, 16; lecture notes; online materials and handouts; review Chapters 1-6; 13,14,17]

S 12/19

- COMMENCEMENT