University of North Texas at Dallas
Fall 2016
SYLLABUS

MGMT 3330D: Communicating in Business 3 HRS

Department of	Management	School of	Business

Instructor Name:	Panita Ingram
Office Location:	7400 Houston School Rd. - Rm. 305 - Dallas, TX 75241-4605
Office Phone:	972-780-3668
Email Address:	Panita.Ingram@untdallas.edu

Office Hours:	6:00pm–9:50pm (We)

Course Format/Structure:	**Face-to-Face**/Classroom Setting
Classroom Location:	Building 2 - 7400 Houston School Rd., - DAL2 - **Room 212,** Dallas, TX 75241-4605
Class Meeting Days & Times:	Wednesday, 7:00pm–9:50pm

Course Catalog Description:	3 hours. Development of interpersonal business communication skills in the following areas: group communication, written communication (collaborative writing and business letters, memorandums and reports), oral communication (business presentations, meetings and interviews), and listening. The following topics are also addressed: international communication and electronic communication technology.

Prerequisites:	Not applicable
Co-requisites:	Not applicable
Required Text:	Excellence in Business Communication By John V. Thill and Courtland L. Bovee **10th Edition** *(preferred)*
Recommended Text and References:	Various articles and periodic internet downloads (see below course outline).

Access to Learning Resources:	UNT Dallas Library: (Founders Hall)
	    phone: (972) 780-1616
	    web: http://www.untdallas.edu/library
	    e-mail: Library@untdallas.edu
	UNT Dallas Bookstore: (Building 1)
	    phone: (972) 780-3652
	    web: http://www.untdallas.edu/bookstore
	    e-mail: untdallas@bkstr.com
	UNT Dallas **Writing Center**: (Building 1 – 3rd Floor)
	    phone: (972) 338-1646

- **Course Goals or Overview:** The goals of this course are as follows - provide an overall communications learning experience via: delivering a mixture of lectures and open discussions - including assignments and exercises designed to improve your practical business communication skills.

Learning Objectives/Outcomes: At the end of this course, students will be able to:	
1	Explain the importance of effective business communications.
2	Observe/demonstrate communication techniques via good listening skills, written and oral applications-- *critical thinking by… (core curriculum/planning, writing and completing messages).*
3	Analyze/interpret … written reports, business proposals and presentation slides.
4	Apply/personalize … the core business communication principles via creating a 10-Point pledge.
5	Produce a detailed employment portfolio for class presentation and future business use (resume/cover & recommendation letters, etc.).

Course Outline

This schedule is subject to change by the instructor.
Any changes to this schedule will be communicated in class or via class email or Blackboard announcement.
Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

Timeline	Topics *(lecture discussions)*	Related SLO	Readings/Activities/Assignments
Aug 22	*Term Begins*		
Class 1 *Aug 24*	**First Day of Class** Welcome *Introduction of:* **Part 1: Understanding the Foundations of Business Communication** Achieving Success Through Effective Business Communications	1	• **Complete/Return** – Student Contact Information Sheet • Distribute/Jointly Review – Syllabus *(Class Schedule & Expectations)* Thill & Bovee *(2013)* **Chapter 1**
Class 2 *Aug 31*	Mastering Team Skills and Interpersonal Communication	1	**Chapter 2**
Class 3 *Sep 7*	Communicating in a World of Diversity	1	**Chapter 3**
Class 4 *Sep 14*	**Part 2: Applying the Three-Step Writing Process** Planning Business Messages	2	**Chapter 4**
Class 5 *Sep 21*	Writing Business Messages	2	**Chapter 5**
Class 6 *Sep 28*	Completing Business Messages	2	**Chapter 6** **Test Review**
Class 7 *Oct 5*	**Part 4: Preparing Reports and Oral Presentations** Planning Reports and Proposals	3, 5	**Mid-Term** *(Chapters 1-6)* **Chapter 11**
Class 8 *Oct 12*	Writing Reports and Proposals Completing Reports and Proposals	3, 5	**Chapter 12** and **Chapter 13** **DUE: Case Study #1** Re: Analytical Reports/**C13** *(Download format via Blackboard)*
Class 9 *Oct 19*	Developing and Delivering Oral and Online Presentations	3, 5	**Chapter 14**
Class 10 *Oct 26*	**Part 5: Writing Employment Messages and Interviewing for Jobs** Building Careers and Writing Resumes	2, 3, 5	**Chapter 15** **DUE: Case Study #2** Re: Writing a Resume/Intro Statement/**C15** *(Download format via Blackboard)*

Class 11 *Nov 2*	Applying and Interviewing for Employment	4, 5	**Chapter 16** **Test Review**
Class 12 *Nov 9*	**Part 3: Crafting Brief Messages** Crafting Messages for Electronic and Social Media Writing Routine and Positive Messages	2, 4, 5	**Test-2** *(Chapters 11 – 16)* **Chapter 7** and **Chapter 8** **DUE: Case Study #3** Re: Providing Routine Info/**C8** *(Download format via Blackboard)*
Class 13 *Nov 16*	Writing Negative Messages Writing Persuasive Messages	2, 5	**Chapter 9** **DUE: Case Study #4** Re: Refusing Requests for Recommendations/**C9** *(Download format via Blackboard)* and **Chapter 10**
Class 14 *Nov 23*	**PRESENTATION DAY**	2, 3, 5	**DUE: Project:** *my*Employment Portfolio
Class 15 *Nov 30*	**PRESENTATION DAY** *(cont'd)*	2, 3, 5	**DUE: Communications 10-Point Pledge** *(Download format via Blackboard)* **Exam - Review**
Class 16 *Dec 7*			**FINAL Exam** *(Chapters 7-10)*
Dec 13	*Term Ends*		
Method of Instructions: Lectures, text discussions, supplemental materials, blackboard downloads, and individual assignments. NOTE: All reading assignments, classroom discussions, handouts, homework and lecture presentations are open for test inclusion.			

The single-most important aspect of <u>chapter reading & study</u> is the students' <u>understanding</u> of the context.
-- Ing

Course Assignments

This course is comprised of the following activities:

Blackboard/Instructional Activity
Students will complete four pre-selected studies using chapter guidelines and template(s) provided by instructor.
Format: Access **Bb** for templates, scenarios and criteria.
Limit: One two-sided page.

1) **Case Study - Chapter 13**
2) **Case Study - Chapter 15**
3) **Case Study - Chapter 8**
4) **Case Study - Chapter 9**

Communication Pledge
This course focuses primarily on improving your written and verbal communication skills.
Based on learning comprehension, interpretations and applications–students will develop a
10-Point Pledge–centered on: *Ways to internalize the communication best practices/concepts.*
Simply choose 10 chapters and write one pledge/per chapter.
EX: *I pledge to* always have my research papers peer edited.
Format: Access **Bb** for template.
Limit: One single page document.

Project: *my*Employment Portfolio/Presentation *(80/20)*
Each student will create a personal *my*Employment Portfolio.
This project will be evaluated based on the fundamental textbook contextual dimensions/criteria
for *planning, writing and completing information.*
Download the listing of requirements via **Bb.**
Grading rubric framework for portfolio--based on below criteria and related components being met:

- Required Due Date
- Required Content
- Quality Work/Neatness
- Accuracy/Error-free product/Completeness
- Delivery/Oral Presentation & Interactivity
- Required Typed Formatting/Printing
- *Point Deductions:* (minor/major infractions)

Tests/EXAMS *(See Exam Policy, p.7)*
There will be two tests.
There will be one final exam–comprehensive.
Tests/Exam will consist of matching, multiple choice, fill in the blank, and/or true/false questions.
Scantron and pencil are required.
Each test/exam is worth 100 points.

Random Opportunities *(optional @ instructor's discretion):*
Pop quizzes, group activities or critical thinking trivia exercises–must be present to partake.

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Exams: - *written tests designed to measure knowledge of presented course material*
Assignments: - *written assignments designed to supplement and reinforce course material*
Projects: - *assignments designed to measure ability to apply presented course material (See rubric framework on page 4)*

Grading Matrix:

Instrument	Measures SLO	Value (points or percentages)	Total
Assignments *(case studies)*	3, 4	4 assignments at 20 points each	80
Test 1		100 points	100
Communication Pledge	1, 2, 4	20 points	20
Mid-Term Exam		100 points	100
Project: Employment Portfolio/Part 1	3, 5	Written/80 points	80
Project: Employment Portfolio/Part 2	3, 5	Verbal/20 points	20
Final Exam		100 points	100
TOTAL:			**500**

Grade Determination
A = 450 – 500 pts; i.e. 90% or better
B = 400 – 449 pts; i.e. 80% – 89%
C = 350 – 399 pts; i.e. 70% – 79%
D = 300 – 349 pts; i.e. 60% – 69%
F = 299 pts. or below; i.e. less than 60%

Grading System
Refer to the *University of North Texas at Dallas: 2013-2014 Undergraduate and Graduate Catalog.*
http://dallascatalog.unt.edu/content.php?catoid=6&navoid=133#Grading_System

University Policies and Procedures

Students with Disabilities (ADA Compliance): The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at http://www.untdallas.edu/disability. You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untdallas.edu or at Founders Hall, room 204. (UNTD Policy 7.004)

CoursEval Policy: Student's evaluations of teaching effectiveness (SETE) is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Assignment Policy: According to the instructor's discretion while working in concert with the division/program's guidelines).

- All homework should be **typed/printed/delivered** on due date--at the **beginning** of class.
- Do not send assignments via email.
- Late assignments will receive an automatic 50 percent deduction.
- Proper editing is required in this course *(i.e., spelling, grammar, punctuation, etc.).*
- Header should always include: Student Name, Date, and Course Name/Number.

Exam Policy:
Exams should be taken as scheduled. No makeup examinations will be allowed except for documented emergencies (See Student Handbook).

Academic Integrity: Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity (Policy 7.002) at http://www.untdallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf Refer to the Student Code of Student Rights, Responsibilities and Conduct at http://www.untdallas.edu/sites/default/files/page_level2/hds0041/pdf/7_001_student_code_of_conduct_may_2014.pdf Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students. In addition, all academic work turned in for this class, including exams, papers and written assignments must include the following statement: "*On my honor, I have not given, nor received, nor witnessed any unauthorized assistance that violates the UNTD Academic Integrity Policy*."

Bad Weather Policy: Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow. In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information please refer to http://www.untdallas.edu/police/resources/notifications

Attendance and Participation Policy:
The University attendance policy is in effect for this course. Please refer to Policy 7.005 Student Attendance at *http://www.untdallas.edu/hr/upol*. Class attendance and participation is expected – essential to the overall learning experience.

Diversity/Tolerance Policy: Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive and inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate. (UNTD Policy 7.001)

_____

Email Policy:
The University email policy is in effect for this course. This policy addresses expected standards for university e-mail usage and other electronic communications.

Individuals must **not** send, forward or receive confidential or sensitive university information through non-university e-mail accounts (e.g., Yahoo, AOL, Hotmail, Gmail or any other e-mail service provided by other Internet Service Providers). Section - Procedures and Responsibilities; Page 2 – vi. Please refer to Policy 14.001 at http://www.untdallas.edu/sites/default/files/page_level2/pdf/policy/14.001%20Electronic%20Communication.pdf

NOTE: Students should use the university email network system. Therefore, any email sent via any of the above mentioned non-university or corporate accounts will **not** receive a response.

Rules of Order:
Please refrain from any disrespectful/distracting behavior during class (*i.e., gaming on electronic devices, processing e-mail or surfing the internet for recreational purposes*).
- *Students who engage in texting or phone calls during class will be asked to leave.*
- *Use of camera phone – will **not** be permitted during class time.*
- *Slides are copyright protected.*
- *Use of **laptops** – is permitted for taking notes during classroom lectures/discussions, **but will not be permitted on quiz/testing dates.***
- *Tape Recording – will not be permitted in class.*