

**ABED 3100
BUSINESS COMMUNICATION**

SPRING 2016

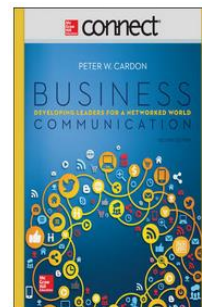
Course Instructor:	Dr. Susan Hall Webb
Course Number/Section/ Meeting Times:	ABED 3100-04D (11054)—2:00-3:20 p.m.: Miller Hall 2214 Credit Hours: 3.0
Class Meeting Times:	M — Campus/Online (see course schedule on Pages 5-7) W — Campus/Online (see course schedule on Pages 5-7)
Office Location:	Richards College of Business – Miller Hall: Room 2311 (upper level)
Office Phone:	(678) 839-4841
E-Mail:	swebb@westga.edu
Office Hours:	M—12:00 – 1:30 p.m./4:50 – 5:30 p.m. T—By Appointment W—Virtual Hours—12:00 – 5:00 p.m.** Th/F—By Appointment **Virtual Office Hours: Via CourseDen/Phone/Email

Prerequisites...

COMM 111, XIDS 1004, ENGL 2050, THEA 2050, ART 2000, PHIL 2020, COMM 1100, SPAN 1001, SPAN 1002, FREN 1001, FREN 1002, GRMN 1001, GRMN 1002 or ENGL 1101; Minimum Grade: C

What resources you will need...

Required Textbooks: McGraw-Hill Connect & Smart Book (ELECTRONIC): Cardon, Peter. (2016). *Business Communication: Developing Leaders for a Networked World. 2nd Edition*. McGraw-Hill Education. ISBN: 987-0-07-340328-1 (NEED ELECTRONIC ACCESS TO TEXT & RESOURCES—SEE VIDEO LINK FOR INSTRUCTIONS: <https://youtu.be/oW-R1CKfTug>)



Connect Access Card for Business Communication
List Price:\$85.00

Other Requirements: Need webcam for Google Hangouts (Team Project)

What is this course about?

The primary focus of this course centers on developing research and reporting skills to communicate effectively for business, industry, and government in a global workforce. Major emphasis will be placed on...

1. written business correspondence (letters, memos, outlines, reports, e-mail, and resumes);
2. analysis and interpretation of business problems;
3. basic writing, editing, and presentation skills; and,
4. interpersonal, intrapersonal, and intercultural communication.

What you'll learn at the conclusion of this course...

Course Objectives Related to Learning Goals/Learning Outcomes (LG-BBA, LO-ABED)

1. Develop communication skills essential for career advancement. (LG 1; LO 6, 9)
2. Demonstrate writing techniques using problem-solving activities. (LG 1, 3, 6; LO 4)

3. Develop critical skills of brainstorming, researching, drafting, revising, editing, proofreading, and formatting various business documents. (LG 1, 3, 6; LO 5, 6)
4. Display oral communication skills through individual and team projects. (LG 1; LO 6)
5. Gain hands-on experience with the technical dimensions of communication. (LG 1, 3; LO 5, 6)
6. Analyze the communication processes including interpersonal, intrapersonal, and intercultural communications. (LG 1, 5; LO 1, 9)
7. Develop an awareness of ethical and legal aspects for reporting information. (LG 1, 5; LO 9)
8. Analyze and interpret communication channels using primary/secondary research techniques and interactive online computer activities. (LG 1, 3, 4, 6; LO 5)
9. Interact through team projects and evaluations to develop critical-thinking, problem-solving, and decision-making skills. (LG 2, 3, 5, 6; LO 4)

View Learning Objectives for the Richards College of Business at
<http://www.westga.edu/~mgmtbus/learningobj.htm>

What you'll need to do to succeed...

- **Attend class.** My attendance policy is rigid based on the fact that this is a course about “communicating”... several classroom lectures will be hands-on communication exercises. **Therefore, if you miss more than two classes for any reason (including online), your grade will be lowered by one letter grade.** If you miss more than four classes, you may be automatically dropped from the course. So...being absent from class will have a detrimental effect on your final grade. If you must be absent, contact me by phone and/or email immediately to find out what you missed so that you can be prepared for the next class (you may have to make up an assignment depending upon what is missed). Also, if you are more than 10 minutes late, you will be considered absent for the class. Please plan to arrive ON TIME and READY TO PARTICIPATE. If you are absent for a medical or another important “documented” reason, please provide documentation prior to class on the following class date.
- **Prepare and participate.** Come prepared to class (both campus and online) to discuss chapter readings, demonstrate effective communication skills, challenge assumptions, and question solutions. Enrich class discussion by sharing relevant information from your own personal and professional experiences. NOTE: If your final grade is “borderline,” your level of class participation may make a large difference!
- **Professionalism.** You are expected to act in a professional manner in terms of your attitude and participation in this course. Arrive on time and avoid any early exits. If you need to arrive late or leave early, please contact me via email or telephone to let me know ahead of time. Avoid activities unrelated to the class (checking email, working on your computer, sending text messages, etc.) or points will be deducted. **Be sure cell phones and other messaging devices are off and out of sight during class or class participation points will be DEDUCTED.** Close your computer during peer presentations and class discussions.
- **Hand in professional documents.** Type all documents on 8.5 x 11” letter-quality paper (not scrap paper) using black ink. Use an appropriate document format and *unjustified* text. Use APA style format as directed for citations. No handwritten corrections are accepted on final copies. Assignments must be saved with **.doc** or **.docx** extension. Student work should display the correct spelling, punctuation, and grammar rules for all assignments. All assignments are to be turned in at the beginning of class when the assignment is due.
- **Deliver professional presentations.** Speak to the class on the dates you are required to present. Before you present, hand in your presentation (cover page along with 6 slides per handout) to the professor. Dress professionally for all presentations—see photo to the right for **minimum** dress requirements.



- **Meet every deadline.** Turn in all writing assignments on the dates specified in this syllabus. Submit all activities for CourseDen by the indicated deadline. You will earn a “0” for missing the deadline of an assignment/activity or failing to deliver your presentation as scheduled. If you miss a deadline due to a *verifiable* emergency, contact me at swebb@westga.edu or (678) 839-4841 immediately, and I will consider a make-up or alternate assignment based on the circumstances (a late penalty may apply).
- **Follow these policies.** As a member of this class, you agree to abide by the policies stated in this syllabus. Asking me to make an exception to these policies breaches our social contract as a group, so please resist the temptation to request special consideration.

What you can expect in each class...

Students will be expected to participate daily through class discussions, reading from the text, developing and delivering a team project, engaging in CourseDen online assignments, presenting orally, analyzing research, and preparing business communication documents.

Important UWG Policies...

Common Language for Course Syllabi. Please carefully review the information at the following link. The document at this link contains important information pertaining to your rights and responsibilities in this class. <http://tinyurl.com/UWGSyllabusPolicies>

Credit Hour Policy (3 credit hours): For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

Course Withdrawal. Refer to the UWG Undergraduate Catalog for specific instructions on the “Withdrawal Policy.” Students who do not “officially” withdraw from the course will receive a “failing” grade (Fall 2015 withdrawal date is 3/3/16).

Academic Honor. UWG students are expected to achieve/maintain the highest standards of academic honesty and excellence. Therefore, the UWG student pledges not to lie, cheat, plagiarize, or steal in the pursuit of study and is encouraged to report students who do (refer to Student Handbook, Appendix E, Academic Dishonesty). Students who breach the Academic Dishonesty guidelines will receive a “failing” grade in the course.

Honors Credit: Students eligible for honors credit for this class must notify the instructor during the first week of class. No honors credit will be approved after the first week.

When there is an online class, what can be expected?

On the days we have an online class, you must have access to CourseDen. Each day an online class is scheduled, you will need to go in and complete all the activities for the day; there will always be a “Question of the Day” that you will need to complete prior to midnight on that day. ***You should expect to spend the SAME amount of time online as you would in a class conducted on the campus (1.25 hours).*** Please be sure you plan and include at least 1.25 hours for your online class. The online class will consist of PowerPoint presentations, video lectures, activity worksheets, threaded discussion forums, etc. for you to do asynchronously (not at a specific time or synchronous with your classmates). The directions will be clear and you will need to follow the directions for each online class. ***NOTE: If you have questions or want to email the professor, please do NOT use CourseDen mail function, but email directly at swebb@westga.edu.***

What assignments will need to be completed?

The following assignments will measure your understanding of and ability to apply course concepts to accomplish the learning objectives established for this course. Assignments that are to be completed individually are to be completed 100 percent on your own and without assistance from others. Refer to the PROJECTS folder on CourseDen for each assignment’s expectations and requirements.

	POINTS	WEIGHT
PARTICIPATION		27%
Attendance Questions (individual)	200 points	
LearnSmart Chapters & Practice Questions	130 points	
Activities and Assignments	270 points	
	TOTAL POINTS: 600	
PROJECTS:		
TEAM PROJECT:		29%
Recommendations Proposal (team)	300 points	
Section Draft(s) for Team Members (individual)	50 points	
Proposal & Presentation Proofreading Sheet (individual)	25 points	
Recommendations Proposal Presentation (indv./team)	100 points	
Presentation Outline (team)	25 points	
Presentation Participation (Q & A & Audience)	40 points	
Team Meeting Minutes and Agendas (team)	60 points	
Presentation Video Critique (individual)	25 points	
Team Project Reflection Survey (individual)	25 points	
	TOTAL POINTS: 650	
INDIVIDUAL PROJECT:		22%
Job Search Posting, Reflection & Salary	100 points	
Job Search Documents—Resume	200 points	
Job Search Documents—Linked In	200 points	
	TOTAL POINTS: 500	
COURSE ASSESSMENTS:		22%
Learn Smart Achieve (Grammar/Mechanics)	100 points	
Exam 1 (Chapters 1, 2, 3, 5, 6)	200 points	
Exam 2 (Chapters 16, 12, 13, 8, 14, 15)	200 points	
	TOTAL POINTS: 500	
Final Exam (OPTIONAL)	(100 points)	
TOTAL POINTS/PERCENTAGE:	2,250 points	100%

How will I be graded?

You can earn up to the total amount of points listed above for each assignment/activity. The assignments are weighed according to the percent each represents toward your final grade. While grades are not usually “rounded up,” please be aware that meaningful participation and positive contributions to the success of the class *may* be considered in the case of a borderline grade.

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

Tentative Course Schedule

Class Keys for Meeting Dates: **C = Campus** **O = CourseDen (online)**

Week	Day		Date	Topic	Assignment
1	1.	C	Jan 11 (M)	Class Orientation: Personality Quiz & Communication Assessment	
	2.	C	Jan 13 (W)	Understanding Communication Personalities in Effective Communication Logon Procedures for Interactive Online Activities	PRIOR TO CLASS: Registering for McGraw-Hill Connect
2			Jan 18 (M)	MARTIN LUTHER KING, JR. B-DAY	NO CLASS
	3.	C	Jan 20 (W)	Who Am I? Presentation	**ATTENDANCE MANDATORY** DUE: What is YOUR personality? Reflection DUE: Who Am I? Presentation (See expectations on CourseDen)
3.	4.	O	Jan 25 (M)	COURSE DEN CLASS: Question of the Day Ch. 1—Establishing Credibility Ch. 2 – Interpersonal Communication & Emotional Intelligence	PRIOR TO CLASS: Read Chapter 1 & Chapter 2 (PRACTICE QUESTIONS) DUE: Question of the Day (due by 11:59 p.m.) DUE: Activities found on ME Connect (due by Wednesday no later than 2:00 p.m.)
	5.	C	Jan 27 (W)	Ch. 3 – Team Communication & Difficult Conversations	PRIOR TO CLASS: Read Chapter 3 (PRACTICE QUESTIONS)
4	6.	C	Feb 1 (M)	<ul style="list-style-type: none"> • Team Project Expectations • Team Project: Meet your team members and introduction to Google Hangouts (bring your devices to class) • Begin LearnSmart Achieve 	DUE: Google Hangouts Picture of your team (due by Sunday no later than 11:59 p.m.) DUE: LearnSmart Achieve (due by Sunday no later than 11:59 p.m.)
	7.	O	Feb 3 (W)	COURSE DEN CLASS: Question of the Day Ch. 5 – Creating Effective Business Messages Ch. 6 – Improving Readability with Style & Design	PRIOR TO CLASS: Read Chapter 5 & Chapter 6 (PRACTICE QUESTIONS) DUE: Question of the Day (due by 11:59 p.m.) DUE: Activities found on CourseDen & ME Connect (due by Wednesday no later than 2:00 noon)
5	8.	O	Feb 8 (M)	COURSE DEN CLASS: Question of the Day Review for Exam 1: Chapter 1, 2, 3, 5, & 6 – Chapter Review Quizzes (MH Connect)	DUE: Question of the Day (due by 11:59 p.m.) DUE: Review Quizzes on ME Connect (due by Tuesday no later than 11:59 p.m.) REMINDER: BB & T LECTURE FOR EXTRA CREDIT AT 6:00 P.M. IN TOWNSEND CENTER
	9.	C	Feb 10 (W)	EXAM 1: Chapters 1, 2, 3, 5, 6	No. 2 Pencil (Scantrons will be provided)
6	10.	O	Feb 15 (M)	COURSE DEN CLASS: <ul style="list-style-type: none"> • Question of the Day • Ch. 16 – Employment Communications • Team Project: Determine Organization or Department • LearnSmart Achieve 	PRIOR TO CLASS: Read Chapter 16 (PRACTICE QUESTIONS) DUE: Question of the Day (due by 11:59 p.m.) DUE: Activities found on CourseDen & ME Connect (due by Wednesday no later than 2:00 p.m.) DUE: LearnSmart Achieve (due by Sunday no later than 11:59 p.m.)

Week	Day		Date	Topic	Assignment
	11.	C	Feb 17 (W)	Ch. 7 –Email and Other Traditional Tools for Business Communication Ch. 10 – Persuasive Messages Job Search Project: Career Planning: Resumes & Cover Letters; Effective Resume Strategies; Creating a Linked In Profile; project expectations	PRIOR TO CLASS: Read Chapter 7 & 10 (PRACTICE QUESTIONS)
7	12.	O	Feb 22 (M)	COURSE DEN CLASS: Career Planning: The NEXT steps... <ul style="list-style-type: none"> • Question of the Day • Chapter 16 (continued) • Effective Interviewing Techniques • LearnSmart Achieve 	DUE: Question of the Day (due by 11:59 p.m.) DUE: Activities found on CourseDen & ME Connect (due by Wednesday no later than 2:00 p.m.) DUE: LearnSmart Achieve (due by Sunday no later than 11:59 p.m.)
	13.	C	Feb 24 (W)	Career Planning: Employment Resources The NEXT steps...	DUE: Job Search Project: Part 1 (reflection/salary/job posting) DUE: Job Search Project: Part 2 (resume) DUE: Job Search Project: Part 3 (LinkedIn)
8	14.	C	Feb 29 (M)	Ch. 13— Completing Business Proposals and Business Reports LearnSmart Achieve	PRIOR TO CLASS: Read Chapter 13 (PRACTICE QUESTIONS) DUE: LearnSmart Achieve (due by Sunday no later than 11:59 p.m.)
	15.	C	Mar 2 (W)	Team Meeting: One member in each team will bring to class an agenda for the meeting (see CourseDen for template) Team Project: Begin Company Background, Statement of Need, and Internal/External Communication	DUE: Team minutes from meeting no later than Sunday by 11:59 p.m. (see CourseDen for template) DUE: TEAM PROJECT: Draft for company background, statement of need, internal/external communication. See CourseDen—Sunday no later than 11:59 p.m.
9	16.	O	Mar 7 (M)	COURSE DEN CLASS: Question of the Day Ch. 8 – Social Media for Business Communication TEAM PROJECT: Begin Recommendations, Letter of Transmittal, and Funding Requirements (optional)	PRIOR TO CLASS: Read Chapter 8 (PRACTICE QUESTIONS) DUE: Question of the Day (due by 11:59 p.m.) DUE: Activities found on CourseDen & ME Connect (due by Wednesday no later than 2:00 p.m.)
	17.	C	Mar 9 (W)	Ch. 14—Planning Presentations	PRIOR TO CLASS: Read Chapter 14 DUE: TEAM PROJECT: Draft for recommendations, letter of transmittal, and funding requirements (optional)—Sunday no later than 11:59 p.m.

10			Mar 14 (M)	SPRING BREAK	NO CLASS
			Mar 16 (W)	SPRING BREAK	NO CLASS
11	18.	C	Mar 21 (M)	Ch. 15 – Delivering Presentations	PRIOR TO CLASS: Read Chapter 15 (PRACTICE QUESTIONS)
	19.	O	Mar 23 (W)	ONLINE TEAM MEETING: Question of the Day Presentation Information; Developing a Team Presentation Outline Conducting an Effective Meeting: Send photo of team meeting in Google Hangouts	DUE: Question of the Day (due by 11:59 p.m.) DUE: Activities found on CourseDen & ME Connect (due by Sunday no later than 11:59 p.m.) DUE: Photo on Google Hangouts of online meeting.
12	20.	O	Mar 28 (M)	COURSE DEN CLASS/ TEAM WORKDAY: Meet with Team Members to develop Proposal and Presentation	N/A (Work on Team Project)
	21.	O	Mar 30 (W)	COURSE DEN CLASS/ TEAM WORKDAY: Meet with Team Members to develop Proposal and Presentation	N/A (Work on Team Project)
13	22.	O	Apr 4 (M)	COURSE DEN CLASS: Question of the Day Review for Exam 2—Chapter 16, 12, 13, 8, 14, 15 – Chapter Review Quizzes (MH Connect)	DUE: Question of the Day (due by 11:59 p.m.) DUE: Review Quizzes on MH Connect (due by Tuesday no later than 11:59 p.m.)
	23.	C	Apr 6 (W)	EXAM 2 – Chapters 16, 12, 13, 8, 14, 15 (Extra Credit Questions: Chapter 7 & 10)	Bring No. 2 Pencil (Scantrons will be provided)
14	24.	C	Apr 11 (M)	TEAM PROJECT PRESENTATIONS	**ATTENDANCE MANDATORY**
	25.	C	Apr 13 (W)	TEAM PROJECT PRESENTATIONS	**ATTENDANCE MANDATORY** DUE: Team Project Proposal, Team Meetings—Agendas/Minutes, and Presentation
15	26.	C	Apr 18 (M)	TEAM PROJECT PRESENTATIONS	**ATTENDANCE MANDATORY**
	27.	C	Apr 20 (W)	CONCLUSION OF COURSE:	**ATTENDANCE MANDATORY** DUE: Team Presentation Video Critique and Team Project Reflection Survey
16	28.	C	Apr 25 (W)	FINAL EXAM (OPTIONAL)	Exam Time: 2:00 – 4:30 p.m.; Miller Hall 2214

****NOTE****

Tentative Course Schedule/Assignments/Due Dates – Subject to daily/weekly changes based on class progression/CourseDen availability. Students are responsible for checking CourseDen on a daily basis for updates and course information. Grading rubrics for assignments will be distributed/discussed in class.