

**ABED 3100  
BUSINESS COMMUNICATION**

**FALL 2016**

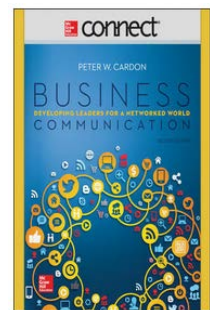
<b>Course Instructor:</b>	Ken Hilderhoff
<b>Course Number/Section/ Meeting Times:</b>	<b>ABED 3100-01D</b> (81172) 9:30 – 10:45am   Adamson (Rm. 217) <b>ABED 3100-04D</b> (81206) 12:30 - 1:45pm   Miller Hall (Rm. 2214) Credit Hours: 3.0
<b>Class Meeting Times:</b>	T — Campus/Online (see course schedule) TH — Campus/Online (see course schedule)
<b>Office Location:</b>	Richards College of Business – Miller Hall: Room 2314
<b>Office Phone:</b>	(678) 839-5425
<b>E-Mail:</b>	<a href="mailto:khilderh@westga.edu">khilderh@westga.edu</a>
<b>Office Hours:</b>	T/TH 8:00am-4:00pm 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. 2<sup>nd</sup> Edition*. McGraw-Hill Education.  
ISBN: 9781259302879  
(NEED ELECTRONIC ACCESS TO TEXT & RESOURCES—SEE VIDEO LINK FOR INSTRUCTIONS on CourseDen)



**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 RCOB at <http://www.westga.edu/~mgmtbus/learningobj.htm>

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

- **Attend class.** The attendance policy for this course 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 on campus classes for any reason, your grade may be lowered by one letter grade.** Similarly, failure to answer “attendance question” of the day will lower your point score. 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 [khilderh@westga.edu](mailto:khilderh@westga.edu) or (678) 839-5425 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.

### 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 2016 withdrawal date is 9/30/16).

**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. Once honors credit is approved, it is the student’s responsibility to contact the instructor at the beginning of the semester to request the instructions and deadline for the special honors project.

### 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 an “Attendance Question” 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 use CourseDen mail function related to your specific course.**

### 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
<b>PARTICIPATION</b>		<b>30%</b>
Attendance Questions (individual)	200 points	
LearnSmart Chapters & Practice Questions	130 points	
Activities and Assignments	270 points	
	TOTAL POINTS: 600	
<b>PROJECTS:</b>		
<b>TEAM PROJECT:</b>		<b>33%</b>
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	
<b>INDIVIDUAL PROJECT:</b>		<b>22%</b>
Job Search Posting, Reflection & Salary	50 points	
Job Search Documents—Resume	200 points	
Job Search Documents—Linked In	200 points	
	TOTAL POINTS: 450	
<b>COURSE ASSESSMENTS:</b>		<b>20%</b>
Learn Smart Achieve (Grammar/Mechanics)	100 points	
Exam 1 (Chapters 1, 2, 3, 5, 6)	100 points	
Exam 2 (Chapters 16, 12, 13, 8, 14, 15)	100 points	
Business Communication Report	100 points	
	TOTAL POINTS: 400	
NO FINAL EXAM		
<b>TOTAL POINTS/PERCENTAGE:</b>	<b>2,000 points</b>	<b>100%</b>

**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)

**READ ALL CHAPTERS PRIOR TO "ON-CAMPUS" CLASSES**

Week		Date	Topic	Assignment
1	C	Aug 11 (TH)	-Orientation and Overview -Communication Pre-Assessment -Logon procedures for Interactive Online Activities	<b>DUE:</b> Uploading a Photo to CourseDen and UWG's Email by Saturday, 9.13.16 (refer to instruction video)
2	C	Aug 16 (T)	-Understanding diversity in the Workplace and communication -Personality Quiz & Reflection Survey -Meyers-BriggsAssessment	<b>DUE:</b> Read Chapter 4: Communicating Across Cultures <b>DUE:</b> Register for McGraw-Hill Connect by Saturday, 9.20.16
	C	Aug 18 (TH)	-“Who Am I? Presentations”	<b>**ATTENDANCE MANDATORY**</b> <b>DUE:</b> Personality Quiz & Reflection Survey <b>DUE:</b> “Who Am I?” Presentation (See expectations CourseDen)
3	O	Aug 23 (T)	<b>COURSE DEN CLASS:</b> -Attendance Question -Chapter 1: “Establishing Credibility” -Chapter: 2 “Interpersonal Communication & Emotional Intelligence”	<b>Read Chapter 1 &amp; 2</b> PRACTICE QUESTIONS & Activities <b>DUE:</b> Attendance Question of the Day due by 11:59 p.m.) <b>DUE:</b> Activities found on MH Connect (due by Wednesday no later than 12:00 p.m.)
	C	Aug 25 (TH)	-Ch. 3 – Team Communication & Difficult Conversations  <b>Team Project:</b> Meet your team members and introduction to Google Hangouts (bring your devices to class); Develop policies for the Team Project	<b>Read:</b> Chapter 3 (PRACTICE QUESTIONS)  <b>DUE:</b> Google Hangout Team Picture (due by Saturday no later than 11:59 p.m.)
4	O	Aug 30 (T)	<b>COURSE DEN CLASS:</b> -Attendance Question -Chapter 3: – “Team Communication & Difficult Conversations (Con’t) - <b>Begin LearnSmart Achieve</b>	<b>DUE:</b> Attendance Question of the Day  <b>DUE:</b> Activities on MH Connect & CourseDen  <b>DUE:</b> LearnSmart Achieve (due by Saturday no later than 11:59 p.m.)
	C	Sept 1 (TH)	-Team Project Expectations  - <b>Team Project:</b> Team Project Policies and Selecting Your Team’s Organization. -Discuss Team Meeting Minutes and Agendas	
5.	O	Sept 6 (T)	<b>COURSE DEN CLASS:</b> -Attendance Question -Chapter 5: “Creating Effective Business Messages”	<b>DUE:</b> Attendance Question <b>Read:</b> Chapter 5 (PRACTICE QUESTIONS) <b>DUE:</b> Activities found on CourseDen & MH Connect
	O	Sept 8 (TH)	<b>COURSE DEN CLASS:</b> -Attendance Question -Chapter 6: “Improving Readability with Style & Design”	<b>DUE:</b> Attendance Question <b>Read:</b> Chapter 6 (PRACTICE QUESTIONS) <b>DUE:</b> Activities found on CourseDen & MH Connect

Week		Date	Topic	Assignment
6	O	Sept 13 (T)	-Attendance Question  -Review for Exam 1: Chapter 1, 2, 3, 5, & 6 – Chapter Review Quizzes (MH Connect)	<b>DUE:</b> Attendance Question of the Day (due by 11:59 p) <b>DUE:</b> Review Quizzes on MH Connect (due by Wednesday no later than 11:59 p.m.)—EARLY DEADLINE
	C	Sept 15 (TH)	<b>EXAM 1: Chapters 1, 2, 3, 5, 6</b>	<b>No. 2 Pencil (Scantrons will be provided)</b>
7	O	Sept 20 (T)	-Attendance Question -Chapter 7: “Email and Other Traditional Tools for Business Communication” -Chapter 10: “Persuasive Messages” <b>-Team Project:</b> Creating a Consulting Team Name, Logo, and Slogan <b>-LearnSmart Achieve</b>	<b>DUE:</b> Attendance Question of the Day <b>Read:</b> Chapter 7 & 10 (PRACTICE QUESTIONS) <b>DUE:</b> Activities on MH Connect & CourseDen <b>DUE:</b> LearnSmart Achieve (due by Saturday no later than 11:59 p.m.)
	C	Sept 22 (TH)	<b>CAREER PLANNING</b> -Chapter 16: “Employment Communications” <b>-Job Search Project::</b> Resumes, Cover Letters; Effective Resumes and Creating a LinkedIn Profile	<b>Read:</b> Chapter 16 (PRACTICE QUESTIONS) <b>DUE:</b> Activities found on CourseDen & ME Connect  Develop your LI profile for presenting at Sept. 29 class
8	O	Sept 27 (T)	<b>CAREER PLANNING (cont’d)</b> Attendance Question Chapter 16 (continued)  <b>LearnSmart Achieve</b>	<b>DUE:</b> Attendance Question of the Day (due by 11:59p) <b>DUE:</b> Activities found on CourseDen & ME Connect (due by Thursday no later than 12:00 p.m.) <b>DUE:</b> LearnSmart Achieve (due by Saturday no later than 11:59 p.m.)
	C	Sept 29 (TH)	<b>CAREER PLANNING (cont’d)</b> Networking and connections Student presenting LinkedIn profiles	Be prepared to answer in class the responses to these two interview questions (just the first 2-3 sentences) 1) “Tell me about yourself” 2) “Why should I hire you?”
9	C	Oct 4 (T)	<b>CAREER PLANNING (cont’d)</b> -Interviewing for success	<b>DUE:</b> Job Search Project: Part 1 (reflection/salary/job posting) <b>DUE:</b> Job Search Project: Part 2 (resume) <b>DUE:</b> Job Search Project: Part 3 (LinkedIn)
		Oct 6 (TH)	<b>FALL BREAK—NO CLASS</b>	
10	O	Oct 11 (T)	-Attendance Question -Chapter 13: “ Completing Business Proposals and Business Reports”  <b>Team Project:</b> Discuss with your team members and begin creating your Consulting Company’s Background  <b>LearnSmart Achieve</b>	<b>Read:</b> Chapter 13 (PRACTICE QUESTIONS) <b>DUE:</b> Attendance Question <b>DUE:</b> Activities on MH Connect & CourseDen <b>DUE:</b> Team Project Discussion Boards <b>DUE:</b> LearnSmart Achieve (due by Saturday no later than 11:59 p.m.)

	C	Oct 13 (TH)	<b>LEADERSHIP LECTURE</b> Maxwell's... "Five Levels of Leadership"	<b>DUE:</b> Team minutes from meeting no later than Sunday by 11:59 p.m. (see CourseDen for template) <b>DUE: TEAM PROJECT:</b> Draft for Company Background. See CourseDen—Sunday no later than 11:59 p.m. <b>BEGIN:</b> Assignment: Business Communication Report (DUE: 11.10.16)
11	O	Oct 18 (T)	-Attendance Question of the Day -Chapter 8: "Social Media for Business Communication" <b>TEAM PROJECT:</b> Discussion Boards. Begin Statement of Need & Internal/External Communication sections. <b>LearnSmart Achieve</b>	<b>Read</b> Chapter 8 (PRACTICE QUESTIONS) <b>DUE:</b> Attendance Question of the Day (due by 11:59 p.m.) <b>DUE:</b> Activities found on CourseDen & MH Connect (due by Thursday no later than 12:00 p.m.) <b>DUE: TEAM PROJECT:</b> Draft for Statement of Need & Internal/External Communication. See CourseDen—Saturday no later than 11:59 p.m. <b>DUE:</b> LearnSmart Achieve (due by Saturday no later than 11:59 p.m.)
	O	Oct 20 (TH)		<b>Read</b> Chapter 14 "Planning Presentations" Chapter 15 "Delivering Presentations"
12	O	Oct 25 (T)	<b>COURSE DEN CLASS:</b> <ul style="list-style-type: none"> <li>Attendance Question of the Day</li> <li>Chapter 15—Delivering Presentations</li> <li>Presentation Information; Developing a Team Presentation Outline</li> <li><b>Team Project:</b> Discussion Board on Recommendations; Begin Recommendations Section</li> </ul>	<b>DUE:</b> Attendance Question of the Day (due by 11:59 p.m.)  PRIOR TO CLASS: Read Chapter 15 (PRACTICE QUESTIONS)  <b>DUE:</b> Activities found on CourseDen & ME Connect (due by Thursday no later than 12:00 p.m.)  <b>DUE: TEAM PROJECT:</b> Draft for Recommendations. See CourseDen—Saturday no later than 11:59 p.m.
	C	Oct 27 (TH)	LECTURE: "Delivering Effective Presentations"	
13	O	Nov 1 (T)	<b>TEAM WORKDAY:</b> Meet with Team Members to develop Proposal and Presentation	Work on Team Project
	O	Nov 3 (TH)	<b>TEAM WORKDAY:</b> Meet with Team Members to develop Proposal and Presentation	<b>DUE:</b> Drafts for Executive Summary and Letter of Transmittal. See CourseDen—Saturday no later than 11:59 p.m.
14	O	Nov 8 (T)	-Attendance Question of the Day -Review for Exam 2—Chapter 8, 10, 13, 14, 15, 16 – Chapter Review Quizzes (MH Connect)	<b>DUE:</b> Attendance Question of the Day - due by 11:59 p <b>DUE:</b> Review Quizzes on MH Connect (due by Wednesday no later than 11:59 p.m.)—EARLY DEADLINE
	C	Nov 10 (TH)	<b>EXAM 2 – Chapters 8, 10, 13, 14, 15, 16</b>	<b>Bring No. 2 Pencil (Scantrons will be provided)</b> <b>DUE: Business Communication Report</b>
15	O	Nov 15 (T)	<b>TEAM PROJECT PRESENTATIONS</b>	<b>**ATTENDANCE MANDATORY**</b> <b>DUE:</b> Team Project Proposal <b>DUE:</b> Team Project Meeting Agendas & Minutes <b>DUE:</b> Team Proposal Proofreading Checklist
	C	Nov 17 (TH)	<b>TEAM PROJECT PRESENTATIONS</b>	<b>**ATTENDANCE MANDATORY**</b>

16		Nov 22 (T)	THANKSGIVING BREAK	NO CLASS
		Nov 24 (TH)	THANKSGIVING BREAK	NO CLASS
17	C	Nov 29 (T)	TEAM PROJECT PRESENTATIONS	<b>**ATTENDANCE MANDATORY**</b>
	C	Dec 1 (TH)	TEAM PROJECT PRESENTATIONS & CONCLUSION OF COURSE:	<b>**ATTENDANCE MANDATORY**</b> DUE: Team Presentation Critique and Team Project Reflection Survey
18	C	Dec 4 -10	NO FINAL EXAM	

**\*\*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.