

**ABED 3100
BUSINESS COMMUNICATION**

FALL 2016

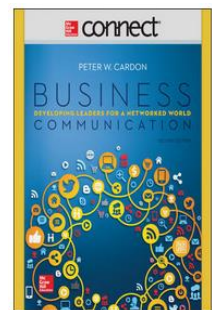
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| Course Instructor: | Dr. Susan Hall Webb |
| Course Number/Section/ Meeting Times: | ABED 3100-E05 (CRN: 81970) Credit Hours: 3.0 |
| Class Meeting Times: | CourseDen--INTERNET-BASED COURSE |
| Office Location: | Richards College of Business – Miller Hall 2311 (upper level) |
| Office Phone: | 678.839.4841 (work office) or 404.490.1246 (home office) |
| E-Mail: | swebb@westga.edu |
| Office Hours: | Virtual Office Hours: Via CourseDen/Phone/Email Campus Meetings: By Appointment |

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: 9781259302879 (NEED ELECTRONIC ACCESS TO TEXT & RESOURCES—SEE VIDEO LINK FOR INSTRUCTIONS: <https://youtu.be/qdGD5ph7QZA>)



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

Other Requirements: **Microsoft Office 365** (Upload for FREE from www.westga.edu/its)
Microsoft PowerPoint 2013 or 2016 (If you do not have this version, upload Microsoft Office 365 from www.westga.edu/its)
Webcam for Google Hangouts and Office Mix (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.** The attendance policy is **strict** based on the fact that this is a course about “communicating”... due to the fact this is an online class, you can **expect** to communicate through writing and speaking assignments each week. **Therefore, each week (beginning on Week 2), you will have an attendance question in CourseDen that will be during the first part of the week. If you miss more than two attendance questions, your grade will be lowered by one letter grade (or be required to take the OPTIONAL Final Exam at the end of the semester).** 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). If you are absent for a medical or another important “documented” reason, please provide documentation by emailing me a photo or explanation.
- **Professionalism.** You are expected to communicate in a professional manner during speaking and writing assignments. This includes using proper English, grammar, formatting, and spelling on all correspondence and assignments including emails. **Points will be deducted for not using proper English language arts skills.** NOTE: Throughout the course, you will be completing grammar and punctuation building activities to help support and enrich your knowledge and how you apply it to your writing and speaking skills.
- **Hand in professional documents.** Type all documents using MS Word using black fonts (unless the assignments indicates using another application or color font). Use an appropriate document format and *unjustified* text. Use APA style format as directed for citations. Assignments must be saved with **.docx** extension. Student work should display the correct spelling, punctuation, and grammar rules for all assignments or points will be deducted.



- **Deliver professional presentations.** Although this is an online course, you will be expected to deliver speaking assignments using your webcam on your computer and/or video function through your phone (on some assignments). When you do complete a speaking assignment, you will need to dress in “business professional” clothing—see photo to the right for minimum dress requirements.
- **Meet every deadline.** Turn in all writing assignments on the dates specified on CourseDen. You will earn a “0” for missing the deadline of an assignment/activity or failing to deliver your speaking assignments 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).

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 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?

Each day an online class is scheduled, you will need to go in and complete all the activities for the week; there will always be an “Attendance Question” that you will need to complete prior to midnight of each week. All assignments (with the exception of the attendance question) will be due each week no later than Saturday by 11:59 p.m. ***You should expect to spend the SAME amount of time online as you would in a class conducted on the campus (150 minutes or 2.5 hours).*** Please be sure you plan and include at least 150 minutes or 2.5 hours each week for your online class. The online classes will vary each week and will consist of reading assignments, interactive assignments, 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 | | 25% |
| Attendance Questions | 110 points | |
| LearnSmart Chapters & Practice Questions | 120 points | |
| Activities & Assignments | 270 points | |
| | TOTAL POINTS: 500 | |
| PROJECTS: | | |
| <i>TEAM PROJECT:</i> | | 33% |
| 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 (YouTube posts & reviews) (indv.) | 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 | |
| <i>INDIVIDUAL PROJECT:</i> | | 23% |
| Job Search Posting, Reflection & Salary | 50 points | |
| Job Search Documents—Resume | 200 points | |
| Job Search Documents—Linked In | 200 points | |
| | TOTAL POINTS: 450 | |
| COURSE ASSESSMENTS: | | 19% |
| 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 | |
| Final Exam (OPTIONAL) | (100 points) | |
| TOTAL POINTS/PERCENTAGE: | 2,000 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.

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

Tentative Course Schedule

| Week | Week of... | Topic | Due Dates/Assignments |
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| 1 | Week of August 8 (Class begins on Aug 10) | Class Orientation: New Student Information Survey Photo Upload to CourseDen & UWG Gmail Personality Quiz & Reflection Survey Logon Procedures for McGraw-Hill Connect. How to navigate through CourseDen | **ONLY 1.25 HOURS DUE TO CLASSES BEGINNING ON WEDNESDAY** DUE: Registering for McGraw-Hill Connect DUE: New Student Information Survey (unless already completed prior to class through email link) DUE: Photo Upload to CourseDen & UWG Gmail DUE: Personality Quiz & Reflection Survey **ALL INSTRUCTIONS LOCATED ON COURSEDEN** |
| 2 | Week of August 15 | Attendance Question of the Week Business Communication Pre-Assessment Survey Understanding Communication Personalities in Effective Communication: Video Introductions using MH Connect (FIRST PART OF WEEK) Reviewing Video Introductions on MH Connect (SECOND PART OF WEEK) Chapter 1: Establishing Credibility | DUE: Attendance Question due by Wednesday no later than 11:59 p.m. DUE: Business Communication Pre-Assessment Survey DUE: Video Introduction (upload to MH Connect)—Complete by Wednesday DUE: Peer Review of Video Introductions on MH Connect—Complete from Thursday - Saturday DUE: Chapter 1: LearnSmart Reading/Questions; Interactive Activities (See MH Connect) |
| 3 | Week of August 22 | Attendance Question of the Week Chapter 2: Interpersonal Communication & Emotional Intelligence Chapter 3 – Team Communication & Difficult Conversations LEARN SMART ACHIEVE (See MH Connect) | DUE: Attendance Question due by Wednesday no later than 11:59 p.m. DUE: Chapter 2: LearnSmart Reading/Questions; Interactive Activities (See MH Connect) DUE: Chapter 3: LearnSmart Reading/Questions; Interactive Activities (See MH Connect) DUE: LEARN SMART ACHIEVE assignments (See MH Connect) |

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| 4 | Week of August 29 | Attendance Question of the Week Introduction to TEAM PROJECT TEAM PROJECT: <ul style="list-style-type: none"> • Required Team Meeting • Meet Your Team: You'll be given team members names and email addresses • Develop team policies for communication • Select your department or organization LEARN SMART ACHIEVE (See MH Connect) | DUE: Attendance Question due by Wednesday no later than 11:59 p.m. DUE: Google Hangout Screen Shot of Team. Six policies for your team. NOTE: You will need to meet at some point during the week using Google Hangouts. Instructions on CourseDen. DUE: Team Project: Selection of Department/Organization using Dropbox and Team Policies DUE: LEARN SMART ACHIEVE assignments (See MH Connect) |
| 5 | Week of September 5 | **MONDAY IS LABOR DAY** Attendance Question of the Week Chapter 5 – Creating Effective Business Messages Chapter 6 – Improving Readability with Style & Design | **ONLY 1.25 HOURS DUE TO LABOR DAY HOLIDAY** DUE: Attendance Question due by Wednesday no later than 11:59 p.m. DUE: Chapter 5: LearnSmart Reading/Questions; Interactive Activities (See MH Connect) DUE: Chapter 6: LearnSmart Reading/Questions; Interactive Activities (See MH Connect) |
| 6 | Week of September 12 | Attendance Question of the Week Review for Exam 1: Chapter 1, 2, 3, 5, & 6 – Chapter Review Quizzes (MH Connect) EXAM 1: Chapter 1, 2, 3, 5 & 6 – Available beginning on Thursday due by Saturday | DUE: Attendance Question due by Wednesday no later than 11:59 p.m. DUE: Review Quizzes on ME Connect (due by Wednesday no later than 11:59 p.m.)—EARLY DEADLINE DUE: Exam 1: Chapters 1, 2, 3, 5 & 6 (Begin on Thursday and due by Saturday no later than 11:59 p.m.) |
| 7 | Week of September 19 | Attendance Question of the Week Chapter 7 –Email and Other Traditional Tools for Business Communication Chapter 10 – Persuasive Messages Chapter 16 – Employment Communications TEAM PROJECT: Creating a name, logo, & slogan. LEARN SMART ACHIEVE (See MH Connect) | DUE: Attendance Question due by Wednesday no later than 11:59 p.m. DUE: Chapter 7: LearnSmart Reading/Questions (See MH Connect) DUE: Chapter 10: LearnSmart Reading/Questions (See MH Connect) DUE: Chapter 16: LearnSmart Reading/Questions (See MH Connect) DUE: LEARN SMART ACHIEVE assignments (See MH Connect) |

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| 8 | Week of September 26 | Attendance Question of the Week Introduction to JOB SEARCH PROJECT Interactive activities related to CHAPTER 16 (See CourseDen & MH Connect) LEARN SMART ACHIEVE (See MH Connect) | DUE: Attendance Question due by Wednesday no later than 11:59 p.m. DUE: Chapter 16: Interactive Activities (See MH Connect) DUE: LEARN SMART ACHIEVE assignments (See MH Connect) |
| 9 | Week of October 3 | **FALL BREAK AT END OF WEEK** Attendance Question of the Week Chapter 16 (continued): Interviewing Techniques, etc. | **ONLY 1.25 HOURS DUE TO FALL BREAK** DUE: Attendance Question due by Wednesday no later than 11:59 p.m. DUE: Interviewing Activities on CourseDen DUE: JOB SEARCH PROJECT --Part I (Job Posting, Job Reflection, & Salary Search) DUE: JOB SEARCH PROJECT —Part II (Resume) DUE: JOB SEARCH PROJECT —Part III (Linked In) |
| 10 | Week of October 10 | Attendance Question of the Week Chapter 13: Completing Business Proposals and Planning for Business Reports; Discuss Business Communication Report (due 11.12.16) TEAM PROJECT: Required Team Meeting with Agenda and Minutes; Discussion Board Participation TEAM PROJECT: Begin Company Background LEARN SMART ACHIEVE (See MH Connect) | DUE: Attendance Question due by Wednesday no later than 11:59 p.m. DUE: Chapter 13: LearnSmart Reading/Questions; Interactive Activities (See MH Connect) DUE: TEAM PROJECT: Draft for company background. See CourseDen. DUE: Agenda and Minutes for Required Team Meeting submitted in CourseDen. DUE: LEARN SMART ACHIEVE assignments (See MH Connect) |

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| 11 | Week of October 17 | Attendance Question of the Week Chapter 8: Social Media for Business Communication Chapter 14: Planning Presentations TEAM PROJECT: Discussion Board Participation; Begin Statement of Need & Internal/External Communication sections; Team Project Participation Check-In | DUE: Attendance Question due by Wednesday no later than 11:59 p.m. DUE: Chapter 8: LearnSmart Reading/Questions; Interactive Activities (See MH Connect) DUE: Chapter 14: LearnSmart Reading/Questions; Interactive Activities (See MH Connect) DUE: TEAM PROJECT: Drafts for Statement of Need & Internal/External Communication sections. (See CourseDen); Team Project Participation Check-In |
| 12 | Week of October 24 | Attendance Question of the Week Chapter 15: Delivering Presentations; Video on CourseDen TEAM PROJECT: Begin Recommendations, Executive Summary, & Letter of Transmittal sections. TEAM PROJECT: Begin PowerPoint/Office Mix; Begin Presentation Outline. | DUE: Attendance Question due by Wednesday no later than 11:59 p.m. Chapter 15: Delivering Presentations; Video on CourseDen DUE: TEAM PROJECT: Drafts for Recommendations (See CourseDen) |
| 13 | Week of October 31 | **TEAM WORK WEEK** No attendance questions; Work on Team Proposal and Presentation Work on recording slides using Office Mix. | DUE: TEAM PROJECT: Drafts for Recommendations, Executive Summary, & Letter of Transmittal. DUE: Team Project Participation Check-In |
| 14 | Week of November 7 | Attendance Question of the Week Review for Exam 2: Chapter 8, 10, 13, 14, 15, 16 – Chapter Review Quizzes (MH Connect) EXAM 2: Chapter 8, 10, 13, 14, 15, & 16 – Available beginning on Thursday due by Saturday | DUE: Attendance Question due by Wednesday no later than 11:59 p.m. DUE: Review Quizzes on ME Connect (due by Wednesday no later than 11:59 p.m.)—EARLY DEADLINE DUE: Exam 2: Chapters 8, 10, 13, 14, 15, & 16 (Due by Saturday no later than 11:59 p.m.) |

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| 15 | Week of November 14 | <p>FINALIZE TEAM PROJECT:</p> <p>First Part of Week (by Wednesday): Finish recording Office Mix slides; work on formatting and preparing the proposal and presentation</p> <p>Second Part of Week (by Thursday): Upload final presentations to Google Docs and submit other Team Project documents (See CourseDen)</p> | <p>DUE: TEAM PROJECT PROPOSAL due by Saturday no later than 11:59 p.m.</p> <p>DUE: TEAM PROJECT PRESENTATION (Upload to Google Drive—See Video on CourseDen) due by Saturday no later than 11:59 p.m.</p> <p>DUE: TEAM PROJECT PROOFREADING SURVEY due by Saturday no later than 11:59 p.m.</p> <p>DUE: TEAM PROJECT POWERPOINT PRESENTATION & OUTLINE due by Saturday no later than 11:59 p.m.</p> |
| | Week of November 21 | THANKSGIVING BREAK | NO CLASS |
| 16 | Week of November 28 | <p>TEAM PROJECT: Instructor will upload videos to YouTube for your review and comments</p> <ul style="list-style-type: none"> • Comments on YouTube Team Project Presentations • Anonymous Peer Feedback Survey for each Team Project Presentation • Individual Video Critique • Team Project Reflection Survey | <p>DUE: Team Project Participation: You will need to go view each team presentation and submit two positive comments on YouTube and complete a review survey for each team by Thursday no later than 11:59 p.m.</p> <p>DUE: Team Presentation Video Critique by Thursday no later than 11:59 p.m.</p> <p>DUE: Team Project Reflection Survey by Thursday no later than 11:59 p.m.</p> |
| 17 | Week of December 3 (FINALS WEEK) | <p>(OPTIONAL) FINAL EXAM</p> <p>NOTE: The Optional Final Exam will be required for any student who missed more than two (2) attendance questions or a letter grade will be lowered.</p> <p>(1/2 of questions from Exam 1 and ½ of questions from Exam 2)</p> | <p>DUE: (OPTIONAL) Final Exam no later than Thursday by 11:59 p.m.</p> |

****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.