

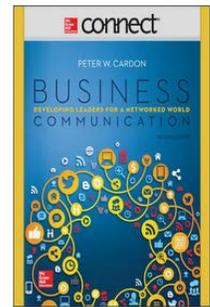
ABED 3100
BUSINESS COMMUNICATION

SPRING 2017 (PART 1 - SCHEDULE THROUGH EXAM 1 | WEEK 6)

Course Instructor:	Ken Hilderhoff
Course Number/Section/ Meeting Times on Campus	ABED 3100-02D (10727) 9:30 – 10:45am Miller Hall (Rm. 2201) ABED 3100-01D (10726) 12:30 - 1:45pm Miller Hall (Rm. 2201) Credit Hours: 3.0
Course Structure	Hybrid (about 50% ONLINE)
Office Location:	Richards College of Business – Miller Hall: Room 2314
Office Phone:	(678) 839-5425
E-Mail:	khilderh@westga.edu
Office Hours:	T/TH 8:00am-4:00pm

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
(DO NOT PURCHASE BEFORE 1ST CLASS MEETING -
NEED ELECTRONIC ACCESS TO TEXT & RESOURCES—SEE VIDEO LINK FOR INSTRUCTIONS on CourseDen)



Connect Access Card for Business Communication
List Price: \$85.00 (Optional hard copy binder for additional cost)

LinkedIn “In 10 Minutes – 3rd Edition”
LinkedIn Training
-Creating a profile
-Training
-Job searching



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 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
PARTICIPATION		27%
Attendance Questions (individual)	200 points	
LearnSmart Chapters & Practice Questions	130 points	
Activities and Assignments	270 points	
	TOTAL POINTS: 600	
PROJECTS:		
TEAM PROJECT:		25%
Proposal (team)	300 points	
Section Draft(s) for Team Members (individual)	50 points	
Proposal Presentation	100 points	
Team Meeting Minutes and Agendas (team)	75 points	
Team Project Reflection Survey (individual)	25 points	
	TOTAL POINTS: 550	
INDIVIDUAL PROJECT:		21%
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:		27%
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	
Business Communication Report	100 points	
	TOTAL POINTS: 600	
NO FINAL EXAM		
TOTAL POINTS/PERCENTAGE:	2,200 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	>60

Tentative Course Schedule (PART 1)

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

READ ALL CHAPTERS PRIOR TO "ON-CAMPUS" CLASSES

Week		Date	Topic	Assignment
1	C	Jan 10 (T)	-Orientation and Overview -Communication Pre-Assessment -Log-on procedures for Interactive Online Activities	DUE: New Student Information Survey (11.12 by 11:59p) – CONFIDENTIAL TO INSTRUCTOR DUE: Communication Pre-Assessment Survey (1.16 by 11:59p) CONFIDENTIAL TO FACULTY
	C	12 (R)	-Understanding diversity in the Workplace and communication -Personality Quiz & Reflection Survey -Meyers-Briggs Assessment	DUE: Read Chapter 4: Communicating Across Cultures DUE: Register for McGraw-Hill Connect by Friday, 1.13 (11.59 p.m.)
2	C	17 (T)	-“Who Am I? Presentations” by every student	**ATTENDANCE MANDATORY** DUE: Personality Quiz & Reflection Survey DUE: “Who Am I?” Presentation (See expectations CourseDen)
	O	19 (R)	COURSE DEN CLASS: -Attendance Question -Chapter 1: “Establishing Credibility” -Chapter: 2 “Interpersonal Communication & Emotional Intelligence”	Read Chapter 1 & 2 PRACTICE QUESTIONS & Activities DUE: Attendance- Question of the Day due by 11:59 p.m. DUE: Activities found on MH Connect (due on 1.23 by 11:59 p.m.)
3	O	24 (T)	-Ch. 3 – Team Communication & Difficult Conversations	Read: Chapter 3 (PRACTICE QUESTIONS)
	O	26 (R)	COURSE DEN CLASS: -Attendance Question -Chapter 3: – (Con’t) -Begin LearnSmart Achieve	DUE: Attendance Question of the Day DUE: Activities on MH Connect & CourseDen DUE: LearnSmart Achieve (Monday, 1.30 by 11:59 p.m.)
4	C	31 (T)	-Overview of team project -Team Project: Selecting your team and your UWG’s campus organization -Organizing your team’s structure	**ATTENDANCE MANDATORY** DUE: Team Document via Drop Box 2.6 by 11:59 p.m.
	O	Feb 2 (R)	COURSE DEN CLASS: -Attendance Question -Chapter 5: “Creating Effective Business Messages”	DUE: Attendance Question Read: Chapter 5 (PRACTICE QUESTIONS) DUE: Activities found on CourseDen & MH Connect
5	O	7 (T)	COURSE DEN CLASS: -Attendance Question -Chapter 6: “Improving Readability with Style & Design”	DUE: Attendance Question by 11:59 p.m. Read: Chapter 6 (PRACTICE QUESTIONS) DUE: Activities found on CourseDen & MH Connect
	O	9 (R)	-Attendance Question -Review for Exam 1: Chapter 1, 2, 3, 5, & 6 – Chapter Review Quizzes (MH Connect)	DUE: Attendance Question of the Day (due by 11:59 p) DUE: Review Quizzes on MH Connect (due by Monday, 2.13 no later than 11:59 p.m.)
6	C	14 (T)	EXAM 1: Chapters 1, 2, 3, 5, 6	No. 2 Pencil (Scantrons will be provided)

