

**ABED 3100
BUSINESS COMMUNICATION**

SUMMER 2017

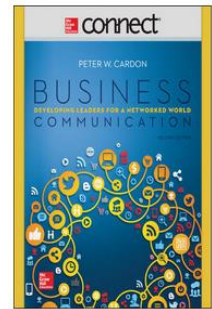
Course Instructor:	Dr. Susan Hall Webb
Course Number/Section/ Meeting Times:	ABED 3100-E01 (CRN: 50311) Credit Hours: 3.0 = 17 days (135 minutes per day)
Class Meeting Times:	CourseDen--INTERNET-BASED COURSE
Office Location:	Richards College of Business – Miller Hall 2311 (upper level)
Office Phone:	(678) 839-4841 ** Summer Contact Phone: 404.490.1246
E-Mail:	swebb@westga.edu
Office Hours:	**Summer Office Hours: By Appointment/Email/Google Hangout**

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/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.** My 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 day during this summer session. **Therefore, each day (beginning on Day 2), you will have an attendance question in CourseDen that will be due prior to 11:59 p.m. If you miss more than two attendance questions, 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). 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 indicate 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 404.490.1246 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 seventeen (17) days, students in this class will generally spend 135 minutes per day with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom every week or five (5) days. 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.

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 for your online class, 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. All assignments will be due each day (unless noted) no later than 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 (135 minutes or 2.25 hours).*** Please be sure you plan and include at least 135 minutes or 2.5 hours each day for your online class. The online classes will vary each day 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—unless meeting for your team project). 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		38%
Attendance Questions	100 points	
LearnSmart Chapters & Practice Questions	120 points	
Activities & Assignments	330 points	
	TOTAL POINTS: 550	
PROJECTS:		
<i>TEAM PROJECT:</i>		41%
Recommendations Proposal (team)	300 points	
Section Draft(s) for Team Members (individual)	50 points	
Proposal & Presentation Proofreading Survey (individual)	20 points	
Recommendations Proposal Presentation (indv./team)	150 points	
Presentation Participation (YouTube posts & reviews) (indv.)	40 points	
Presentation Video Critique (individual)	20 points	
Team Project Reflection Survey (individual)	20 points	
	TOTAL POINTS: 600	
COURSE ASSESSMENTS:		21%
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	
	TOTAL POINTS: 300	
Final Exam (OPTIONAL)	(50 points)	
TOTAL POINTS/PERCENTAGE:	1,450 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	
A=	90-100
B=	80-89
C=	70-79
D=	60-69
F=	59 -

Tentative Course Schedule

Week	Week of...	Topic	Due Dates/Assignments
1	May 31 (W)	<p>Class Orientation: New Student Information Survey; Logon Procedures for McGraw-Hill Connect.</p> <p>Photo Upload to CourseDen & UWG Gmail</p> <p>Personality Quiz & Reflection Survey</p> <p>Understanding Communication Personalities in Effective Communication: Video Introductions.</p>	<p>DUE: Registering for McGraw-Hill Connect</p> <p>DUE: New Student Information Survey (unless already completed prior to class through email link)</p> <p>DUE: Photo Upload to CourseDen & UWG Gmail</p> <p>DUE: Personality Quiz & Reflection Survey</p> <p>DUE: Communication Pre-Assessment</p> <p>DUE: One minute video Introduction (upload to MH Connect)</p> <p>**ALL INSTRUCTIONS LOCATED ON COURSEDEN**</p>
2	June 1 (TH)	<p>Attendance Question</p> <p>Peer Review: Video Introductions on MH Connect.</p> <p>Chapter 1: Establishing Credibility</p> <p>Chapter 2: Interpersonal Communication & Emotional Intelligence</p>	<p>DUE: Attendance Question no later than 11:59 p.m.</p> <p>DUE: Peer Review Student Introduction Videos on MH Connect no later than 11:59 p.m.</p> <p>DUE: Chapter 1: LearnSmart Reading/Questions; Interactive Activities (See MH Connect)</p> <p>DUE: Chapter 2: LearnSmart Reading/Questions; Interactive Activities (See MH Connect)</p>
4	June 2 (F)	<p>Attendance Question</p> <p>Chapter 3 – Team Communication & Difficult Conversations</p> <p>TEAM PROJECT: Meet Your Team: You'll be given team members names and email addresses.</p> <p>Expectations and directions for Team Project.</p> <p>LEARN SMART ACHIEVE (Pronoun-Antecedent Agreement + Parallelism)</p>	<p>DUE: Attendance Question no later than 11:59 p.m.</p> <p>DUE: Chapter 3: LearnSmart Reading/Questions; Interactive Activities (See MH Connect)—DUE SUNDAY</p> <p>DUE: Google Hangout Screen Shot of Team. Six policies for your team. NOTE: You will need to meet at some point during the weekend or beginning of next week using Google Hangouts. Instructions on CourseDen; submit this screen shot no later than Tuesday (Day 5) by 11:59 p.m.</p> <p>DUE: LEARN SMART ACHIEVE assignments (See MH Connect)—DUE SUNDAY</p>
3	June 5 (M)	<p>Attendance Question</p> <p>Chapter 5 – Creating Effective Business Messages</p> <p>Chapter 6 – Improving Readability with Style & Design</p> <p>LEARN SMART ACHIEVE (Pronouns + Pronoun Reference)</p>	<p>DUE: Attendance Question no later than 11:59 p.m.</p> <p>DUE: Chapter 5: LearnSmart Reading/Questions; Interactive Activities (See MH Connect)</p> <p>DUE: Chapter 6: LearnSmart Reading/Questions; Interactive Activities (See MH Connect)</p> <p>DUE: LEARN SMART ACHIEVE assignments (See MH Connect)</p>

5	June 6 (T)	<p>Review for Exam 1: Chapter 1, 2, 3, 5, & 6 – Chapter Review Quizzes (MH Connect)</p> <p>ONLINE EXAM 1: Chapter 1, 2, 3, 5 & 6 – Available beginning on Friday due by Sunday no later than 11:59 p.m.</p>	<p>DUE: Review Quizzes on ME Connect (due no later than Friday by 11:59 p.m.)</p> <p>DUE: Online Exam 1: Chapters 1, 2, 3, 5 & 6 (Due by Sunday no later than 11:59 p.m.)</p> <p>REMEMBER—Google Hangout Screen Shot due by 11:59 p.m. on Sunday.</p>
6	June 7 (W)	<p>Attendance Question</p> <p>Chapter 7 –Email and Other Traditional Tools for Business Communication</p> <p>Chapter 10 – Persuasive Messages</p> <p>TEAM PROJECT: Select your department or organization.</p> <p>LEARN SMART ACHIEVE (Semicolons + Dangling & Misplaced Modifiers)</p>	<p>DUE: Attendance Question due by 11:59 p.m.</p> <p>DUE: Chapter 7: LearnSmart Reading/Questions (See MH Connect)</p> <p>DUE: Chapter 10: LearnSmart Reading/Questions (See MH Connect)</p> <p>DUE: Team Project: Selection of Department/Organization using Dropbox</p> <p>DUE: LEARN SMART ACHIEVE assignments (See MH Connect)</p>
7	June 8 (TH)	<p>Attendance Question</p> <p>Chapter 16 – Employment Communications</p> <p>LEARN SMART ACHIEVE (Eliminating Redundancies and Recognizing Sentence Variety + Fused (Run-On) Sentences and Comma Splices)</p>	<p>DUE: Attendance Question due by 11:59 p.m.</p> <p>DUE: Chapter 16: LearnSmart Reading/Questions (See MH Connect)</p> <p>DUE: LEARN SMART ACHIEVE assignments (See MH Connect)</p>
8	June 9 (F)	<p>Attendance Question</p> <p>Chapter 16 (continued): Interviewing Techniques, etc.</p> <p>TEAM MEETING: (Required) Using Google Hangouts.</p> <p>TEAM PROJECT: Begin Company Background. Create your Consulting Company.</p> <p>LEARN SMART ACHIEVE (Faulty Comparisons + Sentences Types)</p>	<p>DUE: Attendance Question due by 11:59 p.m.</p> <p>DUE: Interviewing Activities on CourseDen—DUE SUNDAY</p> <p>DUE: Agenda and Minutes of Team Meeting. One person on each team will submit using Dropbox—DUE SUNDAY</p> <p>DUE: LEARN SMART ACHIEVE assignments (See MH Connect)—DUE SUNDAY</p>

9	June 12 (M)	<p>Attendance Question</p> <p>Chapter 8: Social Media for Business Communication. Corporate Blogging activity.</p> <p>TEAM PROJECT: Begin Statement of Need & Internal/External Communication sections</p>	<p>DUE: Attendance Question due by 11:59 p.m.</p> <p>DUE: Chapter 8: LearnSmart Reading/Questions; Interactive Activities (See MH Connect)</p> <p>DUE: Draft for company background. See CourseDen: Day 8.</p>
10	June 13 (T)	<p>Attendance Question</p> <p>Chapter 13: Completing Business Proposals and Planning for Business Reports</p> <p>TEAM PROJECT: Begin Recommendations section.</p>	<p>DUE: Attendance Question due by Wednesday no later than 11:59 p.m.</p> <p>DUE: Chapter 13: LearnSmart Reading/Questions; Interactive Activities (See MH Connect)</p> <p>DUE: Drafts for Statement of Need & Internal/External Communication sections. See CourseDen: Day 9.</p>
11	June 14 (W)	<p>Attendance Question</p> <p>Chapter 14: Planning Presentations</p> <p>TEAM PROJECT: Begin Executive Summary and Letter of Transmittal.</p>	<p>DUE: Attendance Question due by 11:59 p.m.</p> <p>DUE: Chapter 14: LearnSmart Reading/Questions; Interactive Activities (See MH Connect)</p> <p>DUE: TEAM PROJECT: Draft for Recommendations section. See CourseDen: Day 10.</p>
12	June 15 (TH)	<p>Attendance Question</p> <p>Chapter 15: Delivering Presentations; Video on CourseDen</p> <p>TEAM PROJECT: Begin PowerPoint/Office Mix; Begin Conclusion, Cover Page, Conclusion, and References.</p>	<p>DUE: Attendance Question due by 11:59 p.m.</p> <p>Chapter 15: Delivering Presentations; Video on CourseDen</p> <p>DUE: TEAM PROJECT: Drafts for Executive Summary and Letter of Transmittal sections. See CourseDen: Day 11.</p>
13	June 16 (F)	<p>Review for Exam 2: Chapter 8, 10, 13, 14, 15, 16 – Chapter Review Quizzes (MH Connect)</p> <p>EXAM 2: Chapter 8, 10, 13, 14, 15, & 16 – Available beginning on Thursday due by Sunday.</p>	<p>DUE: Review Quizzes on ME Connect (due by 11:59 p.m.)</p> <p>DUE: Exam 2: Chapters 8, 10, 13, 14, 15, & 16 (Due by Sunday no later than 11:59 p.m.)</p>

14	June 19 (M)	<p>**TEAM WORK DAY**</p> <p>No attendance questions; Work on Team Proposal and Presentation</p> <p>Work on recording slides using Office Mix.</p>	<p>DUE: TEAM PROJECT: Submit a skeleton of your PowerPoint slides (you do not have to include any video yet)—Submit using Google Docs. Submit presentation outline for review.</p>
15	June 20 (T)	<p>TEAM PROJECT: Finish recording Office Mix slides; work on formatting and preparing the proposal and presentation.</p> <p>Upload final presentations to Google Drive no later than Sunday by 11:59 p.m. so your instructor can upload the PowerPoint using Office Mix to YouTube as a video for your review and comments for Monday.</p>	<p>DUE: Recommendations Proposal due by Sunday no later than 11:59 p.m.</p> <p>DUE: Proposal Proofreading Surveys due by Sunday no later than 11:59 p.m.</p> <p>DUE: Recommendations Presentation is due by Sunday no later than 11:59 p.m.—MUST BE UPLOADED & SHARED WITH INSTRUCTOR ON GOOGLE DRIVE.</p>
16	June 21 (W)	<p>FINALIZE TEAM PROJECT:</p> <p>TEAM PROJECT: Each student will be assigned three team videos to review, critique, and comment on. Team assignments to be watched will be given by the instructor via email prior to Monday by 12:00 noon.</p> <ul style="list-style-type: none"> • Submit Video Critique • Complete Team Project Reflection Survey <p>(OPTIONAL) FINAL EXAM (1/2 of questions from Exam 1 and ½ of questions from Exam 2)</p>	<p>DUE: Team Presentation Video Critique by Wednesday no later than 11:59 p.m.</p> <p>DUE: Team Project Reflection Survey by Wednesday no later than 11:59 p.m.</p> <p>DUE: (OPTIONAL) Final Exam no later than Thursday by 11:59 p.m.</p>
17	June 22 (TH)	<ul style="list-style-type: none"> • Submit Video Critique • Complete Team Project Reflection Survey <p>(OPTIONAL) FINAL EXAM (1/2 of questions from Exam 1 and ½ of questions from Exam 2)</p>	<p>DUE: Team Presentation Video Critique submitted no later than 11:59 p.m.</p> <p>DUE: Team Project Reflection Survey submitted no later than 11:59 p.m.</p> <p>DUE: (OPTIONAL) Final Exam no later than Thursday (6.30.16) by 11:59 p.m.</p>
FINAL EXAM	June 26 (M)	<p>(OPTIONAL) FINAL EXAM (1/2 of questions from Exam 1 and ½ of questions from Exam 2)</p>	