

BUSINESS COMMUNICATION

ABED 3100-01D (SUMMER 2017)

Course Instructor:	Kenneth J. Hilderhoff
Course Number/Section/ Room #/Class Times	ABED 3100-01D, CRN No. 50308, Miller Room 2201 (12:30pm – 2:45pm)
Office Location:	Richards College of Business – 2 nd Floor Room 2311
Office Phone:	(678) 839-5425
E-Mail:	khilderh@westga.edu
Office Hours:	Same days as classes are scheduled (9:00am – 3:30pm)

Textbook:

Essentials of Business Communication, 9th Edition.

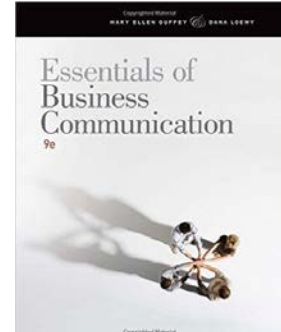
Guffey, Mary Ellen | South-Western/Cengage

ISBN-13: 978-1111821227

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Paperback (new or used)

Card Access with code – not required



Course Overview:

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

Course content in ABED 3100 prepares students for the Business Education Exemption Exams and advanced coursework in the Richards College of Business (Business Administration/Business Education Programs).

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)

Requirements for Course:

- **Attendance.** I will take attendance each class. This is a hybrid course consisting of both lectures and online study. Classes will consist of both lectures and hands-on communication exercises. 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. You will need to keep a “look out” for current events related to our coursework and share them with the class. NOTE: If your final grade is “borderline,” your level of class participation may make a large difference!
- **Classroom Courtesies.** 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.**
- **Hand in professional documents.** Type all documents on 8.5 x 11” letter-quality paper using Times New Roman or Arial with margins of 1” in black ink. No handwritten assignments will be accepted. 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 end of class when the assignment is due or by drop box when provided
- **Deliver professional presentations.** Speak to the class on the dates you are required to present. Before you present, hand in any required documents and practice your presentation. (EXCLUDES SUMMER)
- **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.

Expectations for Class Lectures:

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.

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, and 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.

Expectations for Online Studies:

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. 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 and additional reading assignments. 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’s e-mail function.

	POINTS	WEIGHT
<u>PARTICIPATION & ATTENDANCE</u>	<u>100</u>	<u>10%</u>
Attendance (25 per class)	100	
<u>INDIVIDUAL ASSIGNMENTS</u>	<u>400</u>	<u>40%</u>
Who Am I - Report	100	
Resume	150	
LinkedIn Profile	100	
Cover Letter	50	
<u>EXAMS</u>	<u>500</u>	<u>50%</u>
Exam 1	250	
Exam 2	250	
<u>TOTAL POINTS/PERCENTAGE</u>	<u>1,000</u>	<u>100%</u>

Grading System:

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

	DATE	TOPIC	ASSIGNMENTS
C	June 27 (T)	-Overview of Course -Effective Communication in Business -Understanding Diversity in Business -Review of Personality Assessment	Prior to Class: Acquire textbook
O	28 (W)	Chap 1 – “Communication as Career Filters” Chap 2 – “ Planning Business Messages”	-Take personality assessment and self-evaluation -Prepare “Who Am I” document (drop box) (See CD for assignment and URL for personality assessment) Read: Chapters 1, 2 (Review Chapter Quiz)
O	29 (R)	Chap 3–“Composing Business Messages” Chap 4 –“Revising Business Messages”	Read: Chapters 3, 4 (Review Chapter Quiz)
O	30 (F)	Chap 5 – “Email & Memorandums” Chap 6 – “Positive Messages”	Read: Chapters 5, 6 (Review Chapter Quiz)
O	July 3 (M)	Chap 7 - “Negative Messages” Chap 8 – “Persuasive Messages”	Read: Chapters 7,8 (Review Chapter Quiz)
O	4 (T)	HOLIDAY	
O	5 (W)	Study Day	Review Quizzes for Exam
C	6 (R)	EXAM 1: Chapters 1–8	Bring No. 2 Pencil Scantron provided
O	7 (F)	Chap. 9 – “Informal Reports” Chap. 10 – “Proposals & Formal Reports”	Read: Chapter 9, 10 (Review Chapter Quiz)
O	10 (M)	Chap 13 - “Job Search, Resumes and Cover Letters” Chap 14 - “Employment Interviewing and Follow-Up Messages”	Read: Chapter 13, 14 (Review Chapter Quiz) Assignment: Cover Letter for job application (refer to CD for instructions)
C	11 (T)	Career Planning Lecture: Resumes and Interviewing	
O	12 (W)	Career Planning Resumes Cover Letter	Assignments: Prepare resume and cover letter and bring to class on 7/13 Resume will be reviewed and returned on 7/18
C	13 (R)	Career Planning Lecture: LinkedIn Profiles Training	
O	14 (F)	Career Planning LinkedIn Profile	Establish a LinkedIn account and create a LI Profile. Be prepared to show your LI profile in class.
O	17 (M)	Chap. 11 – “Professionalism at Work” Chap. 12 – “Business Presentation”	Read: Chapters 11, 12 (Review Chapter Quiz)
C	18 (T)	-Lecture: “5 Levels of Leadership” -LI Profiles – students briefly present profiles to class	Revised Resume (Optional): Revise and submit revision on 7/20 to improve resume and grade EXTRA CREDIT – refer to CD for assignment
O	19 (W)	Study Day	Review: Chapter Quizzes
C	20 (R)	EXAM 2: Chap. 9-14	Bring No. 2 Pencil Scantron provided

SUMMER: ABED 3100-01D (C=Class | O=Online)