

**ABED 3100**  
**BUSINESS COMMUNICATION**

**FALL 2017**

<b>Course Instructor:</b>	<b>Ken Hilderhoff</b>
<b>Course Number/Section/ Meeting Times:</b>	ABED 3100-01D (80883)—9:30-10:45 am.: Miller Hall 2213 ABED 3100-04D (80886)—12:30-1:45 pm.: Miller Hall 1309 Credit Hours: 3.0
<b>Office Location:</b>	Richards College of Business – Miller Hall: Room 2311 (upper level)
<b>Office Phone:</b>	678.839.5425 (office)
<b>E-Mail:</b>	khilderh@westga.edu
<b>Office Hours:</b>	Monday and Wednesday 8:00 a.m. - 4:30 p.m. (before and between classes and after 3:00pm) Also by Appointment

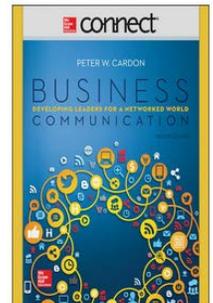
**Prerequisites...**

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. 2<sup>nd</sup> Edition*. McGraw-Hill Education. ISBN: 9781259302879 (NEED ELECTRONIC ACCESS TO TEXT & RESOURCES—SEE VIDEO LINK IN COURSE DEN FOR INSTRUCTIONS: HARD COPY IN BINDER AVAILABLE FOR \$25.00

**Connect Access Card for Business Communication**  
List Price: \$80.00



**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 diversified workforce. Major emphasis will be placed on...

- written business correspondence (letters, outlines, reports, e-mail, and resumes)
- analysis and interpretation of business problems
- basic writing, editing, and presentation skills
- 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)

- Students will produce professional quality business documents (LG1; LO1)
- Students will make a professional presentation (LG1; LO2)
- Students will effectively use a word processing program (LG3; LO1)
- Students will effectively use a presentation program (LG3; LO3)
- Students will demonstrate the ability to analyze the current situation of an organization and to develop a plan to ensure organizational viability (LG6; LO2)

### Other learning objectives include:

- Develop communication skills essential for career advancement
- Demonstrate writing techniques using problem-solving activities
- Develop critical skills of brainstorming, researching, drafting, revising, editing, proofreading, and formatting various business documents
- Display oral communication skills through individual and team projects
- Analyze the communication processes including interpersonal, intrapersonal, and intercultural communications
- Interact through team projects and evaluations to develop critical-thinking, problem-solving, and decision-making

View Learning Objectives for the Richards College of Business at

<https://www.westga.edu/academics/business/undergrad-learning-goals.php>

## 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 classes without an excused absence, your grade may 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 office 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 hard copy assignments are to be turned in at class when the assignment is due.
- **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 deadlines.** Turn in all writing assignments on the dates specified. Submit all activities for CourseDen or MH Connect 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 immediately, and I will consider a make-up or alternate assignment based on the circumstances.
- **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...

### ACADEMIC SUPPORT

**Accessibility Services:** Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services](#).

**Center for Academic Success:** The [Center for Academic Success](#) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or [cas@westga.edu](mailto:cas@westga.edu)

**University Writing Center:** The [University Writing Center](#) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or [writing@westga.edu](mailto:writing@westga.edu)

## ONLINE COURSES

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online](#) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide](#).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares](#) site. [Online counseling](#) is also available for online students.

## HONOR CODE

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook](#).

## UWG EMAIL POLICY

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

## CREDIT HOUR POLICY

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

## HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance:

[http://www.usg.edu/hb280/additional\\_information#](http://www.usg.edu/hb280/additional_information#)

You may also visit our website for help with USG Guidance:

<https://www.westga.edu/police/campus-carry.php>

## Other 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>

**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 9/29/17).

**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.

**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.

The following grades items may be revised as the course progresses with some deletions likely.

	<b>POINTS</b>	<b>WEIGHT</b>
<b>PARTICIPATION</b>		<b>32%</b>
Attendance Questions (individual)	210 points	
LearnSmart Chapters & Practice Questions	120 points	
Activities and Assignments	450 points	
	<b>TOTAL POINTS: 780</b>	
<b>PROJECTS:</b>		
<i>TEAM PROJECT:</i>		<b>33%</b>
Recommendations Proposal (team)	340 points	
Section Draft(s) for Team Members (individual)	50 points	
Proposal & Presentation Proofreading Sheet (individual)	25 points	
Recommendations Proposal Presentation (indv./team)	200 points	
Presentation Outline (team)	25 points	
Presentation Participation (Q & A & Audience)	50 points	
Team Meeting Minutes and Agendas (team)	60 points	
Presentation Video Critique (individual)	25 points	
Team Project Reflection Survey (individual)	25 points	
	<b>TOTAL POINTS: 800</b>	
<i>INDIVIDUAL PROJECT:</i>		<b>18%</b>
Job Search Posting, Reflection & Salary	50 points	
Job Search Documents—Resume	200 points	
Job Search Documents—Linked In	200 points	
	<b>TOTAL POINTS: 450</b>	
<b>COURSE ASSESSMENTS:</b>		<b>17%</b>
Learn Smart Achieve (Grammar/Mechanics)	100 points	
Chapter Review Quizzes	110 points	
Exam 1 (Chapters 1, 2, 3, 5, 6)	200 points	
Exam 2 (Chapters 16, 12, 13, 8, 14, 15)	200 points	
	<b>TOTAL POINTS: 510</b>	
<b>TOTAL POINTS/PERCENTAGE:</b>	<b>2,640 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 or less

## Tentative Course Schedule

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

Week	C/O	Date	Topic	Assignment
1	C	Aug 9 (W)	Lecture: <ul style="list-style-type: none"> <li>Class Orientation</li> <li>Course Overview</li> <li>Understanding Communication</li> <li>McGraw Hill - MH CONNECT</li> </ul>	<b>DUE:</b> -New Student Survey (Sunday, 8.13) Communication Pre-Assessment (Sunday, 8.13.17) -New Student Information Survey (Sunday, 8.13)
2	C	Aug 14 (M)	Lecture: <ul style="list-style-type: none"> <li>Diversity in the Workplace</li> <li>Logon Procedures for Interactive Online Activities</li> <li>Personality Quiz &amp; Reflection Survey</li> <li>Information about Who Am I Presentation</li> </ul>	<b>DUE:</b> Personality Quiz & Reflection Survey (DEADLINE—Tuesday, 8.15.17 by 11:59 p.m) <b>DUE:</b> Who Am I? Presentation (See expectations on CourseDen)
	C	Aug 16 (W)	STUDENTS: “Who Am I? Presentation”	<b>**ATTENDANCE MANDATORY**</b> <b>DUE:</b> Registering for McGraw-Hill Connect (REQUIRED)
3	O	Aug 21 (M)	<ul style="list-style-type: none"> <li>Question of the Day</li> <li>Chapter 1—“Establishing Credibility” (<b>ACTIVITIES:</b> Credibility + Communication; Video Case on Credibility)</li> <li>Chapter 2 – “Interpersonal Communication &amp; Emotional Intelligence” (<b>ACTIVITIES:</b> Your Emotional Intelligence; Steps in Active Listening; Video Case on Interpersonal Skills)</li> </ul>	<b>DUE:</b> Question of the Day (due 11:59 pm ) <b>DUE:</b> Activities found on MH Connect (due Tuesday, by 11:59p
	C	Aug 23 (W)	Lecture: -Maxwell’s “5 Levels of Leadership” video	
4	O	Aug 28 (M)	<ul style="list-style-type: none"> <li>Question of the Day</li> <li>Ch. 3 – Team Communication &amp; Difficult Conversations (<b>ACTIVITIES:</b> Video Case on Team Meetings; Running Effective Meetings)</li> <li>Begin LearnSmart ACHIEVE: <b>PRONOUNS + PRONOUN REFERENCE</b></li> </ul>	<b>DUE:</b> Attendance of the Day (due by 11:59 p.m.) <b>DUE:</b> Chapter 3 Reading, Practice Questions, & Activities on MH Connect & CourseDen <b>DUE:</b> LearnSmart Achieve (due by Tuesday, 11:59p.m.)
	C	Aug 30 (W)	Lecture: <ul style="list-style-type: none"> <li><b>Overview of Team Project</b></li> <li><b>Team Project:</b> Meet your team members and introduction to Google Hangouts</li> </ul>	<b>DUE:</b> Team photo – use smartphone (9.6.17) Copy/insert jpeg of photo into a Word doc with team member’s names (drop box)
5		Sep 5 (M)	<b>LABOR DAY</b>	<b>NO CLASSES</b>

Week	C/O	Date	Topic	Assignment
	O	6 (W)	<ul style="list-style-type: none"> <li>Ch. 5 – Creating Effective Business Messages (<b>ACTIVITIES:</b> Using Different Voices in Business Messages; Case Study for Logic)</li> <li>Ch. 6 – Improving Readability with Style &amp; Design (<b>ACTIVITIES:</b> Evaluating Writing Style; Identifying Active v. Passive Sentences; Parallelism in Sentences; Using Active and Passive)</li> </ul>	<b>DUE:</b> Activities found on CourseDen & Connect
6	O	Sept 11 (M)	<ul style="list-style-type: none"> <li>Question of the Day</li> <li>Review for Exam 1: Chapter 1, 2, 3, 5, &amp; 6 – Chapter Review Quizzes (MH Connect)—<b>MANDATORY</b> (50 points)</li> </ul>	<b>DUE:</b> Question of the Day (due by 11:59 p.m.) <b>DUE:</b> Review Quizzes on ME Connect (due Tuesday 11:59 p.m.)
	C	Sept 13 (W)	<b>EXAM 1 (Chapters – 1.2,3,5,6)</b>	<b>Bring a #2 pencil to class (Scantron provided)</b>
			<b>WEEKS 7-18 TO FOLLOW</b>	

The schedule may be changed to provide more time to specific topics and adjust to the student's progress with MH Connect activities. Weeks 7-18 will be published during Week 6.