

BUSINESS COMMUNICATIONS – ABED3100

INSTRUCTOR INFORMATION

NAME:

Ken Hilderhoff

OFFICE LOCATION:

Miller – Room 2311

OFFICE HOURS:

Monday | Wednesday (8:00a – 5:00p) or by appointment

CONTACT INFORMATION:

Phone: 678-839-5425

Email: khilderh@westga.edu

Communication Preference: I prefer for you to contact me using your UWG email.

COURSE INFORMATION

DESCRIPTION

This course is primarily designed to improve your written and verbal communication skills while providing a comprehensive lecture series for your career planning. The latter includes creating a professional resume, developing and LinkedIn Profile and improving your interviewing skills. The team project will improve your ability to work within a team environment and enhance your presentation skills.

PREREQUISITES

Refer to your counselor or the marketing department.

DELIVERY METHODS

This course is a hybrid structured course with assignments on both MH Connect, CourseDen and it includes a team project for maximum student engagement.

LEARNING GOALS

We will build on the following learning goals throughout the term:

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

TEXTBOOKS AND MATERIALS

TEXTBOOK

McGraw-Hill Connect & Smart Book (ELECTRONIC): Cardon, Peter - 3rd Edition.

Business Communication: Developing Leaders for a Networked World

McGraw-Hill Education.

Purchase Online as e-book for access code to MH Connect

COURSE MATERIALS

Purchasing: Refer to Books Requirements in CourseDen for complete information.

Tutorial video in CourseDen will instruct you on the details of buying the e-book and access code.

COURSE POLICIES

LATE POLICY AND ATTENDANCE

Attendance: Attendance will be taken in each class period. If you miss more than two classes (unexcused absences), your course grade may be lowered by one letter grade. Therefore 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.

Class Preparation and Participation: Come prepared to class to discuss chapter readings, demonstrate knowledge of the subject and ask questions. 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 assignments. NOTE: If your final grade is “borderline,” your level of class participation may make a difference in a full letter grade.

Class 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 or class participation points will be DEDUCTED.** Close your computer during peer presentations.

ASSIGNMENTS

The majority of the assignments will be in McGraw Hill’s MH Connect (LearnSmart) with several assignments on CourseDen and a Team Project. You must check due dates in both locations.

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 when submitting to a drop box with your last name. Student work should display the correct spelling, punctuation, and grammar rules for all assignments.

Deadlines: Turn in all assignments on the dates specified in MH Connect and CourseDen. 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).

Grading

<u>Activity</u>	<u>Grade</u> <u>Composition</u> <u>(APPROXIMATE)</u>
Attendance	10%
Exam 1	10%
Exam 2	10%
Exam 3	10%
Final	10%
Chapter Quizzes	10%
Marketing Plan (Team Project)	20%
Assignments	20 %
Total	100%

REFER TO MH CONNECT AND COURSE DEN FOR ASSIGNMENTS' DUE DATES

Week	C/O	Date	Topic
1	C	Aug 15 (W)	Lecture: -Class Orientation and Course Overview -Understanding the Importance of Business Communication -McGraw Hill - MH CONNECT
2	C	20 (M)	Lecture: -Diversity in the Workplace -Logon Procedures for Interactive Online Activities -Information about "Who Am I Speech" and Meyers-Briggs
	C	22 (W)	STUDENTS: "Who Am I? Presentation"
3	O	27 (M)	Chapter 1 —"Establishing Credibility" Chapter 2 – "Interpersonal Communication & Emotional Intelligence"
	O	29 (W)	Chapter 3 – Team Communication & Difficult Conversations
4		Sep 3 (M)	LABOR DAY (NO CLASSES)
	O	5 (W)	Chapter 5 – Creating Effective Business Messages Chapter 6 – Improving Readability with Style & Design
5	O	10 (M)	Study for Exam Chapter Review Quizzes (MH Connect)—MANDATORY (50 points)
	O	12 (W)	EXAM 1 (Chapters – 1,2,3,5,6)
6	C	17 (M)	Maxwell's "5 Levels of Leadership" video and discussion
	O	19 (W)	Chapter 7 – Email and Traditional Tools Chapter 8 – Social Media for Business
7	O	24 (M)	Chapter 9 – Routine Business Communications Chapter 10 – Persuasive Messages Chapter 11 – Bad News Messages
	O	26 (W)	Chapter 16 – Employment Communications
8	C	Oct 1 (M)	Lecture: Career Planning – Developing a Killer Resume
	C	3 (W)	Lecture: Career Planning – Creating a LinkedIn Profile
9	C	8 (M)	Lecture: Career Planning – Successful Interviewing Techniques
	C	10 (W)	DETAILED REVIEW OF TEAM PROJECT (Team Selections) --- MANDATORY ATTENDANCE ---

Week		Date	Topic
10	O	15 (M)	TEAM WORKDAY (NO CLASS)
	O	17 (W)	Chapter 12 – Research and Business Proposals Chapter 13 – Completing Business Proposals
11	O	22 (M)	Chapter 14 – Planning Presentations Chapter 15 – Delivering Presentations
	C	24 (W)	Lecture: Delivering Successful Presentations
12	O	29 (M)	TEAM WORKDAY (NO CLASS)
	O	31 (W)	TEAM WORKDAY (NO CLASS)
13	O	Nov 5 (M)	Study for Exam Chapter Review Quizzes (MH Connect)—MANDATORY (50 points)
	C	7 (W)	EXAM 2 (Chapters 7 - 16)
14	O	12 (M)	TEAM WORKDAY (NO CLASS)
	O	14 (W)	TEAM WORK DAY (NO CLASS)
15		19 -23	THANKSGIVING (NO CLASSES)
16	O	26 (M)	TEAM WORK DAY (NO CLASS)
	C	28 (M)	TEAM PRESENTATIONS – <u>ALL PROPOSALS DUE</u> (MANDATORY ATTENDANCE)
17	C	Dec 3 (M)	TEAM PRESENTATIONS (MANDATORY ATTENDANCE)
	C	5 (W)	TEAM PRESENTATIONS (MANDATORY ATTENDANCE)
18		8 - 14	UWG FINALS NO CLASSES