

ABED 3100 – BUSINESS COMMUNICATION

SPRING 2019 – SECTION: 03D (CRN: 10599)



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WOLF PACT

Protecting the integrity of a degree from the Richards College of Business at the University of West Georgia is the responsibility of the administration, faculty, staff, and students of the college.

Our mission is *“To become a globally recognized college of business preparing forward-thinking, responsible leaders.” Responsible leaders are ethical leaders, and this behavior begins in the classroom. One of our Strategic Goals is to demonstrate “...commitment to the principles of honesty and integrity in interactions and undertakings, [and] accountability for personal behavior...”*. As such, we have developed the Wolf Pact in an effort to promote and maintain the highest standards of integrity, professional behavior, ethical actions, and personal conduct.

The purpose of this pact is to maintain that a degree from the Richards College of Business at the University of West Georgia is held in high regard by all internal and external constituents, and that a degree from the University of West Georgia is as meaningful in the future as it is today.

I have reviewed the information in this syllabus, and I agree to abide by the policies stated. I will conduct myself in accordance with the RCOB Wolf Pact to protect the integrity of my degree and all those others who receive a degree from the Richards College.

****SIGN THIS PACT VIA SURVEY IN COURSE DEN (AND SEE LINK BELOW)****

Here is the link (also complete on CourseDen):

https://westga.co1.qualtrics.com/jfe/form/SV_73Z8rAgwnSiYVT

Signature: _____

917#: _____

Date: _____



INSTRUCTOR INFORMATION

NAME:

Dr. Webb - Susan Hall Webb, Ph.D.

OFFICE LOCATION:

Miller Hall 2314

OFFICE HOURS:

Google Hangout Office Hours: Monday through Thursday from 1:00 p.m. to 4:00 p.m. <http://bit.ly/2iLOpmP> (click on link to speak directly via video conference with professor) or by appointment (campus/phone/Google Hangout)

Campus Office Hours: Tuesdays 12:30 to 2:00 p.m. — or by appointment (campus/phone/Google Hangout)

CONTACT INFORMATION:

Campus Office: 678.839.4841

Home Office: 404.490.1246

Email: swebb@westga.edu **

** **COMMUNICATION PREFERENCE:** Please use swebb@westga.edu; do not use the email function in CourseDen.

COURSE INFORMATION

DESCRIPTION

Marketing ourselves, our workplace, and other aspects of our lives both personally and professionally is vital to establish credibility. To do so, effective communication is not only necessary but required. This course focuses on persuasive written and oral communication approaches related to writing, speaking, listening, business meetings, teamwork, and presentations in the workplace. Students will be participating in a *service learning*, team project while strengthening their abilities to work collaboratively and constructively as a team. Further, students will demonstrate their ability to “market” themselves through (1) developing a well-thought out resume (writing/critical thinking), (2) a detailed-oriented and networked Linked In profile (writing/social media/technology), as well as (3) practice essential interviewing skills (speaking/articulation/problem solving) in order to capture their desired career. A major emphasis will be placed on...

1. developing written business correspondence (letters, memos, outlines, reports, e-mails, and resumes);
2. analyzing and interpreting appropriate communication approaches in the workplace;
3. demonstrating persuasive and attention-to-detail writing, speaking, and listening through various classroom activities, discussions, assignments and projects; and
4. strengthening their collaboration and teamworking skills related to business communication.

DELIVERY METHODS

Each day of this course you must have access to CourseDen. You will need to go in and complete all the activities (due dates will be clearly stated in CourseDen under **CONTENT** and **CALENDAR**).

IMPORTANT - Each day our class is scheduled to be ONLINE, you should expect to spend the **SAME** amount of working on course activities and assignments as you would in a class conducted on the campus (1 hour + 15 minutes) or based on UWG policy (135 minutes per 17 days). Please be sure you plan and include at least 1.25 hours for any online class.

Our classes (campus and online) will consist of PowerPoint presentations, discussion (in-person or discussion board), team meetings, activities, etc. for you to do. NOTE: For online classes, the majority of assignments will be conducted asynchronously (not at a specific time or synchronous with your classmates). However, there will be some days you will need to meet with your team members who are part of your team's project (either on-campus or using Google Hangouts and a webcam).

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.

LEARNING GOALS

Course Objectives Related to Learning Goals/Learning Outcomes (LG-BBA)

1. Students will effectively incorporate technology to produce high-quality professional documents (LG1; LO1)
2. Students will make a professional presentation (LG1; LO2)
3. Students will effectively use a presentation program (LG3; LO3)
4. 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:

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

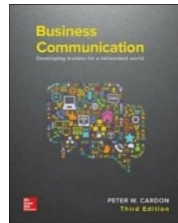
View Learning Objectives for the Richards College of Business at

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

TEXTBOOKS AND MATERIALS

REQUIRED TEXTBOOKS

McGraw-Hill Connect & Smart Book (ELECTRONIC): Cardon, Peter. (2018).
Business Communication: Developing Leaders for a Networked World. 3rd Edition.
McGraw-Hill Education. ISBN: 1260580989 (NEED ELECTRONIC ACCESS TO TEXT
& RESOURCES)



Connect Access Card for Business Communication

List Price: \$80.00 (register for your e-text and e-resources on CourseDen) NOTE: If
needed, a two-week courtesy period is offered to all students through MH Connect.

OTHER REQUIREMENTS

Microsoft Office 365 (Upload for FREE from www.westga.edu/its)

Microsoft PowerPoint 2016 (Provided FREE through Microsoft Office 365 from
www.westga.edu/its)

Webcam for Google Hangouts and Video Presentations

COURSE POLICIES

Attend class. The attendance policy for this course is **strict** since this is a course about “communicating” ... several classroom lectures will be hands-on communication exercises. **Therefore, if you miss more than two classes for any reason (including online), 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). 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.

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.

Additionally, 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 to your professor and classmates. **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 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 below to see examples of the **minimum** dress requirements. Do **NOT** wear any hats or garments that hide any part of your face; do not chew gum.



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 swebb@westga.edu or 678.839.4841/404.490.1246 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.**

ASSIGNMENTS

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.

PARTICIPATION:

Attendance Questions (individual)	200 points
LearnSmart Chapters & Practice Questions	130 points
Activities & Assignments	350 points
Team Activities + Discussion Boards	180 points
Total:	860 points (37% of total grade)

TEAM PROJECT:

Recommendations Proposal (team)	340 points
Initial Submission of Proposal Sections (individual)	50 points
Proposal + Presentation Proofreading Sheet (individual)	10 points
Proposal Section Slides + Presentation Delivery (individual/team)	200 points
Invitation to Department/Organization (individual/team)	10 points
Presentation Outline (team)	25 points
Presentation Participation (Q & A + Mandatory Attendance)	50 points
Presentation Video Critique (Individual)	25 points
Team Project Reflection Survey (individual)	25 points
Total:	735 points (31% of total grade)

INDIVIDUAL PROJECT:

Job Search Posting, Reflection, & Salary	50 points
Job Search Documents—LinkedIn	300 points
Total:	350 points (15% of total grade)

COURSE ASSESSMENTS:

Learn Smart Achieve (Grammar/Mechanics)	100 points
Chapter Review Quizzes	110 points
Exam 1 (Chapters 1,2,3,5,6)	100 points
Exam 2 (Chapters 16,12,13,8,14,15)	100 points
Total:	410 points (17% of total grade)
Final Exam (Optional)	(50 points)

TOTAL POINTS/PERCENTAGE: 2,355 points = 100%

GRADING

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 –

COURSE CALENDAR

This is a tentative calendar of assignments and due dates. Please refer to CourseDen for the accurate daily calendar (due dates are listed by **CHECKLIST** and under **CONTENT**).

WEEK 1, 1.7.19—1.13.19

TUESDAY, JANUARY 8

COURSE DEN CLASS:

ATTENDANCE + ACTIVITIES:

- Class Orientation Video + Quiz
- Read Over Course Syllabus
- Wolf Pact Survey on CourseDen
- Sign up for Remind.com
- New Student Information Survey
- Communication Pre-Assessment Survey
- Upload Photo to CourseDen & UWG Email
- Information about **WHO AM I** Introduction Speech for Thursday's Class

DUE:

DUE BY **WEDNESDAY** NO LATER THAN 11:59 P.M.:

- Orientation Video + Quiz
- Complete Wolf Pact Survey on CourseDen
- Sign up for Remind.com
- New Student Information Survey
- Communication Pre-Assessment
- Uploading Photo to CourseDen and UWG Email

THURSDAY, JANUARY 10

CAMPUS CLASS

ATTENDANCE + ACTIVITIES:

- In-Person Welcome + Introductions
- **WHO I AM** Introduction Speech (do not have to dress up – do not wear hats) – **DAY 1**
- Discuss Extra Credit Opportunities (Dress for Success + Facebook)
- Explain MH Connect (e-textbooks + online activities) + Expectations

DUE:

DUE **TODAY** NO LATER THAN 2:00 P.M. (CLASS TIME):

- Bring Index Cards (or small note cards) with Information for **WHO AM I** Introduction Speech.

DUE:

DUE BY **SUNDAY** NO LATER THAN 11:59 P.M.:

- Registering for McGraw-Hill Connect (REQUIRED)

WEEK 2, 1.14.19—1.20.19

TUESDAY, JANUARY 15

CAMPUS CLASS

ATTENDANCE + ACTIVITIES:

- In-Person Welcome + Introductions
- **WHO I AM** Introduction Speech (do not have to dress up – do not wear hats) – **DAY 2**
- Discuss first **COURSE DEN CLASS** expectations (Attendance + Activities)

DUE:

- Bring Index Cards (or small note cards) with Information for **WHO AM I** Introduction Speech.

THURSDAY, JANUARY 17

COURSE DEN CLASS

ATTENDANCE + ACTIVITIES:

- Question of the Day (**REQUIRED; IF NOT, ABSENT**)
- Personality Quiz Survey & Reflection

READING + ACTIVITIES:

- **Chapter 1**—Establishing Credibility (**ACTIVITIES:** Practice Questions; Credibility + Communication; Video Case on Credibility)
- **Chapter 2** – Interpersonal Communication & Emotional Intelligence (**ACTIVITIES:** Your Emotional Intelligence; Steps in Active Listening; Video Case on Interpersonal Skills)

DUE:

DUE **TODAY (1.17.19)** NO LATER THAN 11:59 P.M.:

- Question of the Day (due by 11:59 p.m.)

DUE BY **SUNDAY** NO LATER THAN 11:59 P.M.:

- Read Chapter 1 + Practice Questions + Activities
- Read Chapter 2 + Practice Questions + Activities
- Personality Quiz Survey + Reflection

WEEK 3, 1.21.19—1.27.19

TUESDAY, JANUARY 22

CAMPUS CLASS

- Class Discussion + Activities from **Chapter 1 + Chapter 2**
- Introduce Team Project Expectations

THURSDAY, JANUARY 24

COURSE DEN CLASS

ATTENDANCE + ACTIVITIES:

- Question of the Day (**REQUIRED; IF NOT, ABSENT**)

READINGS + ACTIVITIES:

- **Chapter 3** – Team Communication & Difficult Conversations (**ACTIVITIES:** Practice Questions; Video Case on Team Meetings; Running Effective Meetings)
- **Chapter 4** – Communicating Across Cultures (**ACTIVITIES:** Practice Questions)

TEAM PROJECT:

- **Team Project:** Discussion Board for Team Policies + Expectations

ACHIEVE:

- Pronouns + Pronoun Reference

DUE:

DUE **TODAY (1.24.19)** NO LATER THAN 11:59 P.M.:

- Question of the Day

DUE BY **SUNDAY** NO LATER THAN 11:59 P.M.:

- Chapter 3 Reading, Practice Questions + Activities on MH Connect
- Chapter 4 Reading + Practice Questions
- Discussion Board for Team Policies
- LearnSmart Achieve: Pronouns + Pronoun Reference

WEEK 4, 1.28.19—2.3.19

TUESDAY, JANUARY 29

CAMPUS CLASS

- **Team Project:** Meet your team members and introduction to Google Hangouts (bring your devices to class)
- **Team Project:** Develop Team Project Policies + Expectations (DUE: **Week 6** – 2.17.19)
- **Team Project:** Discuss Team Meeting Minutes and Agendas + Google Hangout Screenshot; NOTE: You and your team will need to meet using Google Hangouts and take a screenshot to be submitted (DUE: **Week 6** – 2.17.19).

THURSDAY, JANUARY 31

COURSE DEN CLASS

ATTENDANCE + ACTIVITIES:

- Question of the Day (**REQUIRED; IF NOT, ABSENT**)
- Register for *Grammarly.com*

READINGS + ACTIVITIES:

- **Chapter 5** – Creating Effective Business Messages (**ACTIVITIES:** Practice Questions; Using Different Voices in Business Messages; Case Study for Logic)
- **Chapter 6** – Improving Readability with Style & Design (**ACTIVITIES:** Practice Questions; Evaluating Writing Style; Identifying Active v. Passive Sentences; Parallelism in Sentences; Using Active and Passive Voice)

DUE:

DUE **TODAY (1.31.19)** NO LATER THAN 11:59 P.M.:

- Question of the Day by 11:59 p.m.

DUE BY **SUNDAY** NO LATER THAN 11:59 P.M.:

- Read Chapter 5 + Practice Questions + Activities on MH Connect
- Read Chapter 6 + Practice Questions + Activities on MH Connect
- Submit Screenshot in Assignment Box of *Grammarly.com* Profile

WEEK 5, 2.4.19—2.10.19

TUESDAY, FEBRUARY 5

COURSE DEN CLASS

ATTENDANCE + ACTIVITIES:

- Question of the Day (**REQUIRED; IF NOT, ABSENT**)
- Review for **Exam 1:** Chapter 1, 2, 3, 4, 5, & 6 – Chapter Review Quizzes (MH Connect)—**MANDATORY** (50 points)
- Activity: Future of Work Survey (preparing for Job Search Unit)
- Activity: My Technological Skills + Future Employment Video Speech (preparing for Job Search Unit)

DUE:

DUE **TODAY (2.5.19)** NO LATER THAN 11:59 P.M.:

- Question of the Day

DUE BY **THURSDAY** NO LATER THAN 3:30 P.M. (**EARLIER DEADLINE**):

- Review Quiz for Exam Chapters (1, 2, 3, 4, 5, + 6)

THURSDAY, FEBRUARY 7

COURSE DEN CLASS

EXAM:

- **EXAM 1:** Chapters 1, 2, 3, 5, 6 (should only take approximately 30-40 minutes)—Extra Credit (optional)
NOTE: Begins on Thursday at 4:45 p.m. (ends on Sunday at 11:59 p.m.)

DUE:

DUE BY **SUNDAY** NO LATER THAN 11:59 P.M.:

- Exam 1 (Opens on Thursday at 4:45 p.m.; Closes on Sunday at 11:59 p.m.)
- Optional: Extra Credit for Exam 1
- Future of Work Research Study Survey
- My Technological Skills + Future Employment Video Speech (Submitted on MH Connect)

NOTE: EXAM 1 will be taken online (individually); this exam will be timed for no longer than one hour (unless you have accommodations for extended time).

WEEK 6, 2.11.19—2.17.19

TUESDAY, FEBRUARY 12

CAMPUS CLASS

- Introduction to Job Search Unit
- Discussion about Resumes + Linked In; Job Search Process
- **Job Search Project:** Career Planning: Resumes & Cover Letters; Effective Resume Strategies; Creating a Linked In Profile; Project Expectations

THURSDAY, FEBRUARY 14

COURSE DEN CLASS

ATTENDANCE + ACTIVITIES:

- Question of the Day (**REQUIRED; IF NOT, ABSENT**)

READINGS + ACTIVITIES:

- **Chapter 16** – Employment Communications (**ACTIVITIES:** Practice Questions – more questions than usual due to longer chapter; worth **20 points** + Effective Resume Statements + Telling Success Stories)

TEAM PROJECT:

- **Discussion Board**—Ideas for the Team’s Organization or Department
- Final Version of Team Policies (Group Assignment Box in CourseDen)—only one member submits on behalf of the team (See **Week 4** – Tuesday)
- Google Hangout Team Picture (Group Assignment Box in CourseDen)—only one member submits on behalf of the team (See **Week 4** – Tuesday)

ACHIEVE:

- Run-On Sentences + Comma Splices & Numbers

DUE:

DUE **TODAY (9.18.18)** NO LATER THAN 11:59 P.M.:

- Question of the Day

DUE BY **SUNDAY** NO LATER THAN 11:59 P.M.:

- Read Chapter 16 + Practice Questions (Longer Chapter: Worth 20 Points)
- Chapter 16 Interactive Activities

- Discussion Board: Ideas for Team's Organization or Department
- Team Project: Final Version of Team Policies
- Team Project: Screenshot from Team Meeting on Google Hangout – **Week 4**

WEEK 7, 2.18.19—2.24.19

TUESDAY, FEBRUARY 19

COURSE DEN CLASS

ATTENDANCE + ACTIVITIES:

- Question of the Day (**REQUIRED; IF NOT, ABSENT**)

READINGS + ACTIVITIES:

- Video + Directions: All About the Job Search Project
- Begin working on **Job Search Project: Part 1, Part 2, Part 3**
- **JOB SEARCH PROJECT: PART 1 + PART 2** - Finding a Job Posting and Salary Requirements + Writing a Reflections of Job Posting + Salary Requirements
- Accomplishment Statement Activity for Linked In Profile/Resume
- Interview Stream – Virtual Interviews with Reflection + Self-Assessment

ACHIEVE:

- Phrases – Clauses – Fragments + Parallelism
- Faulty Comparisons + Sentence Types

DUE:

DUE **TODAY (2.19.19)** NO LATER THAN 11:59 P.M.:

- Question of the Day

DUE BY **SUNDAY** NO LATER THAN 11:59 P.M.:

- Job Search Project – Part 1 (Job Posting and Reflection)
- Job Search Project – Part 2 (Salary Search and Reflection)
- Activity – Accomplishment Statement Practice
- LearnSmart Achieve: Phrases – Clauses – Fragments + Parallelism
- LearnSmart Achieve: Faulty Comparisons + Sentence Types

THURSDAY, FEBRUARY 21

COURSE DEN CLASS

ATTENDANCE + ACTIVITIES:

- Question of the Day (**REQUIRED; IF NOT, ABSENT**)

READINGS + ACTIVITIES:

- **Chapter 7** – Email and Other Traditional Tools for Business Communication (**ACTIVITIES:** Practice Questions)
- **Chapter 10** – Persuasive Messages (**ACTIVITIES:** Practice Questions)

TEAM PROJECT:

- Briefly Meet with Your Team to Determine the Final Selection of Your Chosen UWG Department or Organization – Submitted via CourseDen
- Watch Video on How to Contact to Your Team’s Selected UWG Department or Organization and Arrange a Meeting

ACHIEVE:

- Run-On Sentences + Comma Splices & Numbers

DUE:

DUE **TODAY (9.18.18)** NO LATER THAN 11:59 P.M.:

- Question of the Day

DUE BY **SUNDAY** NO LATER THAN 11:59 P.M.:

- Read Chapter 7 + Practice Questions
- Read Chapter 10 + Practice Questions
- LearnSmart Achieve: Run-On Sentences and Comma Splices + Numbers

WEEK 8, 2.25.19 – 3.2.19

TUESDAY, FEBRUARY 26

CAMPUS CLASS

Career Planning + Job Searching:

- Employment Resources
- The NEXT steps...

THURSDAY, FEBRUARY 28

COURSE DEN CLASS

ATTENDANCE + ACTIVITIES:

- Question of the Day: JOBIPEDIA (REQUIRED; IF NOT, ABSENT)
- **JOB SEARCH PROJECT: PART 3** – Create and Finalize Linked In Profile (*MUST FOLLOW SPECIFIC CRITERIA ON COURSE DEN*)

DUE:

DUE **TODAY (2.28.19)** NO LATER THAN 11:59 P.M.:

- Question of the Day (*Jobipedia*) Worksheet

DUE BY **SUNDAY** NO LATER THAN 11:59 P.M.:

- **Job Search Project: Part 3 (LinkedIn) (Connect** with Professor on Linked In website; Submit screenshots of Linked In Profile on CourseDen in Assignment Box)

WEEK 9, 3.4.19—3.10.19

TUESDAY, MARCH 5

CAMPUS CLASS

- **Team Project:** Discussion on report writing and formatting; team project section expectations; company name, slogan + logo ideas
- **Team Meeting (In-Class):** Go over ideas for Department/Organization; discuss Consulting Company and Company Background.

THURSDAY, MARCH 7

COURSE DEN CLASS

ATTENDANCE + ACTIVITIES:

- Question of the Day (**REQUIRED; IF NOT, ABSENT**)

READINGS + ACTIVITIES:

- **Chapter 13**— Completing Business Proposals and Business Reports (**ACTIVITIES:** Practice Questions; Ensuring Recommendations; Distinguishing Information on Proposals)

TEAM PROJECT:

- **Discussion Board:** Researching Your Department or Organization
- **Discussion Board:** Ideas for your Company Background
- **Discussion Board:** Ideas for Your Consulting Company Name, Logo, + Slogan

ACHIEVE:

- Verb Tense – Voice Shifts + Dangling & Misplaced Modifiers

DUE:

DUE **TODAY (3.7.19)** NO LATER THAN 11:59 P.M.:

- Question of the Day

DUE BY **SUNDAY** NO LATER THAN 11:59 P.M.:

- Discussion Board: Ideas for Company Background
- Discussion Board: Researching Your Department or Organization
- Discussion Board: Create + Submit Ideas for Team Name, Logo + Slogan
- Read Chapter 13 + Practice Questions + Activities on MH Connect
- LearnSmart Achieve: Verb Tense – Voice Shifts + Dangling & Misplaced Modifiers

WEEK 10, 3.11.19—3.17.19

TUESDAY, MARCH 12

CAMPUS CLASS

- **Preparing for the Presentation:** Guidelines for Persuasive Presentations; Developing a Team Presentation Outline (**ACTIVITY:** Persuasive Presentation Quiz—found on CourseDen)
- **Team Meeting:** Discussion about Company Background; Determine finalize company name, logo, + slogan in the form of a letterhead – to be submitted on CourseDen.

DUE:

DUE BY **SUNDAY** NO LATER THAN 11:59 P.M.:

- Persuasive Presentation Quiz (on CourseDen) from Tuesday's Class Video
- Finalized Consulting Company Letterhead (including name, logo, slogan, address, website, phone number) – Submitted by one team member ONLY

THURSDAY, MARCH 14

COURSE DEN CLASS + TEAM MEETING

ATTENDANCE + ACTIVITIES:

- Question of the Day (**REQUIRED; IF NOT, ABSENT**)

READINGS + ACTIVITIES:

- **Chapter 14** – Planning Presentations (**ACTIVITIES:** Practice Questions; Audience Analysis; Planning a Presentation)

TEAM PROJECT:

- **Discussion Board:** Ideas for Statement of Need
- **Discussion Board:** Ideas for Internal Communication + Comparison Analysis
- **Discussion Board:** Ideas for External Communication + SWOT Analysis
- **Student A:** Begin **Statement of Need**. Share completed section no later than Saturday by 12:00 noon with team members; Make any changes and submit to instructor by Sunday no later than 11:59 p.m.
- **Student B:** Begin **Company Background**. Share completed section no later than Saturday by 12:00 noon with team members; Submit **Company Background** section to instructor by Sunday no later than 11:59 p.m.

DUE:

DUE **TODAY (3.14.19)** NO LATER THAN 11:59 P.M.:

- Question of the Day
 - **EARLIER DEADLINE:**
 - **Discussion Board:** Ideas for Statement of Need – **EARLY DEADLINE**
 - **Discussion Board:** Ideas for Internal Communication – **EARLY DEADLINE**
 - **Discussion Board:** Ideas for External Communication – **EARLY DEADLINE**

DUE BY **SUNDAY** NO LATER THAN 11:59 P.M.:

- Read Chapter 14 + Practice Questions + Activities on MH Connect
- **Student A:** Share **Statement of Need** section no later than Saturday by 12:00 noon with team members; Submit section to instructor by Sunday no later than 11:59 p.m.
- **Student B:** Share **Company Background** section no later than Saturday by 12:00 noon with team members; Submit **Company Background** section to instructor by Sunday no later than 11:59 p.m.

WEEK 11, 3.18.19—3.24.19

TUESDAY, MARCH 19

SPRING BREAK - NO CLASS

THURSDAY, MARCH 21

SPRING BREAK - NO CLASS

WEEK 12, 3.25.19—3.31.19

TUESDAY, MARCH 26

COURSE DEN CLASS

ATTENDANCE + ACTIVITIES:

- Question of the Day (**REQUIRED; IF NOT, ABSENT**)

READINGS + ACTIVITIES:

- **Chapter 15** – Delivering Presentations (**ACTIVITIES:** Practice Questions; Focus of Your Presentation; Fielding Questions During Presentations)

TEAM PROJECT:

- Begin to Create Slides for Presentation
- **Discussion Board:** Ideas for Recommendations
- **Activity:** Collecting Images for Presentation Section Slides
- **Student C (or Student D):** Begin **Internal Communication**. Share completed section no later than Saturday by 12:00 noon with team members; Make any changes and submit to instructor by Sunday no later than 11:59 p.m.
- **Student C:** Begin **External Communication**. Share completed section no later than Saturday by 12:00 noon with team members; Make any changes and submit to instructor by Sunday no later than 11:59 p.m.

DUE:

DUE **TODAY** NO LATER THAN 11:59 P.M.:

- Question of the Day
- **REQUIRED** - Determine Day/Time for Team Meeting (online or campus)

DUE **THURSDAY** NO LATER THAN 11:59 P.M.:

- **Discussion Board:** Ideas for Recommendations = EARLY DEADLINE

DUE BY **SUNDAY** NO LATER THAN 11:59 P.M.:

- Read Chapter 15 + Practice Questions
- Chapter 15 Activities on MH Connect
- Activity: Collecting Images for Presentation Section Slides

THURSDAY, MARCH 28

COURSE DEN CLASS

ATTENDANCE + ACTIVITIES:

- Question of the Day (**REQUIRED; IF NOT, ABSENT**)

- **BONUS** - ACHIEVE Assignments available on MH Connect (DUE: Final Exam Week – **Week 18**)

READINGS + ACTIVITIES:

- **Chapter 8** – Social Media for Business Communication (**ACTIVITIES:** Practice Questions)

TEAM PROJECT:

- Team Participation Check-In
- Team Meeting (in person or through Google Hangouts)—**REQUIRED (send picture of meeting in CourseDen)**
- **Student D (or Student E):** Begin **Recommendations**. Share completed section no later than Saturday by 12:00 noon with team members; Make any changes and submit to instructor no later than Sunday by 11:59 p.m.

DUE:

DUE **TODAY** NO LATER THAN 11:59 P.M.:

- Question of the Day

DUE BY **SUNDAY** NO LATER THAN 11:59 P.M.:

- Read Chapter 8 + Practice Questions
- Google Hangouts (or Campus Meeting) Photo (to be submitted on CourseDen in Group Assignment Box by one team member) – **Week 12**
- **Student C (or Student D):** Share **Internal Communication** section no later than Saturday by 12:00 noon with team members; Submit section to instructor by Sunday no later than 11:59 p.m.
- **Student C:** Share **External Communication** section no later than Saturday by 12:00 noon with team members; Submit section to instructor by Sunday no later than 11:59 p.m.
- **Student D (or Student E):** Share **Recommendations** section no later than Saturday by 12:00 noon with team members; Submit section to instructor by Sunday no later than 11:59 p.m.

WEEK 13, 4.1.19—4.7.19

TUESDAY, APRIL 2

COURSE DEN CLASS

ATTENDANCE + ACTIVITIES:

- Question of the Day (**REQUIRED; IF NOT, ABSENT**)
- Review for Exam 2: Chapter 8, 10, 13, 14, 15, 16 – Chapter Review Quizzes (MH Connect)—**MANDATORY** (60 points)

TEAM PROJECT:

- **Student E (or Student F):** Begin **Executive Summary**. Share completed section to team members no later than Saturday by 12:00 noon; Make changes and submit no later than Sunday by 11:59 p.m.
- **Student E (or Student F):** Begin **Conclusion**. Share completed section to team members no later than Saturday by 12:00 noon; Make changes and submit no later than Sunday by 11:59 p.m.

DUE:

DUE **TODAY** NO LATER THAN 11:59 P.M.:

- Question of the Day by 11:59 p.m.

DUE BY **THURSDAY** NO LATER THAN 3:30 P.M. (**EARLIER DEADLINE**):

- Review Quiz for Exam 2 Chapters (8, 10, 13, 14, 15, + 16)

THURSDAY, APRIL 4

COURSE DEN CLASS

EXAM:

- **EXAM 2: Chapters 8, 10, 13, 14, 15, 16** (should only take 30-45 minutes)—Extra Credit (optional). ***Begins on Thursday at 4:45 p.m.; Ends on Sunday by 11:59 p.m.***

ACTIVITIES:

- All Team Members **continue working** on Team Proposal + Presentation.
- **Student E (or Student F): Executive Summary + Conclusion** be prepared to share with team members and submit by Sunday for a grade.

DUE:

DUE **TODAY** NO LATER THAN 11:59 P.M.:

- N/A

DUE BY **SUNDAY** NO LATER THAN 11:59 P.M.:

- Exam 2 (Opens on Thursday at 4:45 p.m.; Closes on Sunday at 11:59 p.m.)
- Optional: Extra Credit for Exam 2
- **Student E (or Student F):** Share **Executive Summary** section no later than Saturday by 12:00 noon with team members; Submit section to instructor by Sunday no later than 11:59 p.m.
- **Student E (or Student F):** Share **Conclusion** section no later than Saturday by 12:00 noon with team members; Submit section to instructor by Sunday no later than 11:59 p.m.

NOTE: EXAM 2 will be taken online (individually); this exam will be timed for no longer than one hour (unless you have accommodations for extended time).

WEEK 14, 4.8.19—4.14.19

TUESDAY, APRIL 9 + THURSDAY, APRIL 11

COURSE DEN CLASS + TEAM WORK WEEK

TEAM PROJECT:

- **Team Meeting (REQUIRED)**
- Revise Team Proposal Sections
- Meet with Team Members to finalize and develop Proposal and Presentation (See CourseDen for Details)
- Invite Professor to Team Meeting via Google Hangouts (even if you are meeting in person)
- Team Meeting Screenshot (Send photo of team meeting either in a Google Hangouts or on campus)

DUE:

DUE **TUESDAY (4.9.19)** NO LATER THAN 11:59 P.M.:

- **REQUIRED** - Arrange a Day/Time for Team Meeting
- Invite your professor to your team meeting via Google Hangouts (even if you are meeting in person)

DUE BY **THURSDAY (4.11.19)** NO LATER THAN 11:59 P.M.:

- N/A
- Work on Proposal Revisions, Presentation Slides, Additional Sections of Team Proposal, Takeaway Items for Presentation, Minutes + Agendas (minimum of three), etc.

DUE BY **SUNDAY (4.14.19)** NO LATER THAN 11:59 P.M.:

- Google Hangouts (or Campus Meeting) Photo (to be submitted on CourseDen in Group Assignment Box by one team member) – **Week 14**

WEEK 15, 4.15.19—4.21.19

TUESDAY, APRIL 15

CAMPUS CLASS - TEAM PROJECT PRESENTATIONS

--DAY ONE--

ATTENDANCE MANDATORY

NOTE: Submit **Team Presentation Handout** and **Team Presentation Outline** on the day of your team's scheduled presentation (also, upload into CourseDen)

THURSDAY, APRIL 17

TEAM PROJECT PRESENTATIONS & CONCLUSION OF COURSE

--DAY TWO--

ATTENDANCE MANDATORY

NOTE: Submit **Team Presentation Handout** and **Team Presentation Outline** on the day of your team's scheduled presentation (also, upload into CourseDen)

WEEK 16, 4.22.19—4.28.19

TUESDAY, APRIL 23

CAMPUS CLASS - TEAM PROJECT PRESENTATIONS

--DAY THREE--

ATTENDANCE MANDATORY

NOTE: Submit **Team Presentation Slide Handout** and **Team Presentation Outline** on the day of your team's scheduled presentation (also, upload into CourseDen)

DUE:

DUE BY **CLASS TIME (TUESDAY):**

- Printed Team Project Proposal (Center of Binder – Hole-Punched)
- Printed Letter of Transmittal (Front Pocket of Binder)
- Printed Team Project Meeting Agendas + Minutes (Back Pocket of Binder)

DUE NO LATER THAN **11:59 P.M. (TUESDAY):**

- Team Project Proposal (Word Format with Proper Page Numbering) – Submitted via CourseDen
- Team Project Meeting Agendas + Minutes – Submitted via CourseDen
- Team Project Presentation (PowerPoint or Prezi Slide Deck) – Submitted in CourseDen
- Completed Proofreading Checklist Survey – Link Found on CourseDen

THURSDAY, APRIL 25

COURSE DEN CLASS + CONCLUSION OF COURSE

ATTENDANCE + ACTIVITIES:

- Communication Post-Assessment Survey (Similar to Pre-Assessment at the beginning of our course) – See CourseDen

TEAM PROJECT:

- Team Presentation Video Critique
- Team Project Reflection Survey

DUE:

DUE BY **SUNDAY (4.28.19)** NO LATER THAN 11:59 P.M.:

- Communication Post-Assessment Survey
- Team Presentation Video Critique Worksheet
- Team Project Reflection Survey

FINAL EXAM WEEK, 5.1.19—5.7.19

TUESDAY, MAY 7

CAMPUS CLASS – OPTIONAL FINAL EXAM

Business Communication Final Exam (OPTIONAL)

Miller Hall 2327 or 2328 (Computer Lab) – **TO BE DETERMINED (SEE COURSE DEN)**

2:00 p.m.

UNIVERSITY-WIDE SYLLABUS INFORMATION:

Please review the “[Common Language for Course Syllabi](#)” for university-wide updates. Even if you have read it before, the most current information is maintained at this site.

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): Due to the summer course, for approximately four weeks (each day = 17 days total), students in this class will generally spend 135 minutes (2.25 hours) with direct faculty instruction (either face-to-face or online) and work about 72 minutes outside of the classroom each day (or 360 minutes per week/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.