University of North Texas at Dallas
Fall 2024
HYBRID COURSE SYLLABUS
MGMT 3330 - 0082: Business Communication - 3 hrs.

Department of	Business
Instructor Name	Sheri Schiffman
Office Location	Adjunct
Office Phone	972-215-9520 (Please always feel comfortable texting me. Remember to start with your name and the course name as I am teaching several courses this term.)
Email Address	sheri.schiffman@untdallas.edu
Office Hours Virtual and In Person	By Appointment
Course Format/Structure	Hybrid
Classroom Location	Founders Hall 243
Class Meeting Days & Times	Mondays Monthly 9/9/24, 10/21/24, 11/18/24 & Asynchronous On Line
Course Catalog Description	Development of interpersonal communication skills in a business setting. You will learn basic and foundational communication concepts and how to apply it in business interactions. The course will cover concepts and practical applications of verbal, written, visual and team communication, etiquette in presenting, developing reports, meetings, and interviews.
Prerequisites	N/A
Required Reading	 **Business Communication Today** By: Courtland L Bovee; John Thill Publisher: Pearson, 15th Edition, Copyright year: 2021 Print ISBN: 978-0135891612 Available On-Line and in print through the publisher. Go to "Start Here" in your course, then "Textbook Access"

Access to Learning Resources	**UNT Dallas Library:** Phone: (972) 338-1616; Website URL: http://www.untdallas.edu/library **UNT Dallas Bookstore:** Phone: (972) 780-3652; Website URL: http://www.untdallas.edu/bookstore Email: untdallas@bkstr.com
Canvas Resources	**Canvas Help for Students:** **Browser and Computer Requirements for Canvas:** https://community.canvaslms.com/t5/Canvas-Basics-Guide/Whatare-the-browser-and-computer-requirements-for-Instructure/tap/66 **Access Canvas via** untdallas.instructure.com • **Username**: your EUID # • **Password**: your password **Canvas 24/7 Phone Support for Students: 1-833-668-8634** **Canvas Help Resources:** **Web:** Canvas Student Guide **Contact Distance Learning & Instructional Technology (DLIT) Email**: distancelearning@untdallas.edu

Overview:

Welcome to MANA 3330, Business Communication! This is easily one of the most important courses you will take to make you successful both academically and professionally. Expert communication skills enhance every role in every industry. Whether you are coding in your pajamas or in outside sales or politics wearing a business suit, communicating your message and your brand is the key to your success. I am privileged to be your instructor and plan to learn as much or more from each of you as you do from me.

Course Goals/Overview:

The goals of this course are to encourage the student's understanding of how communication and critical thinking skills will fuel educational and career success in any role or industry. Students will study communication functions, formal and informal communication forms, and oral and written communication, digital, social media and visual media communications. Students will come away prepared to market themselves in the workplace and create a personal, authentic resume and cover letter.

Learning Objectives/Outcomes:

At the end of this course, the student will

1. Understand the foundations of Business Communication
2. Apply the Three-Steps of Writing Process
3. Understand Digital, Visual and Social Media
4. Write Brief Positive, Negative and Persuasive Messages
5. Explore Finding, Evaluating and Processing Information for Reports and Proposals

6. Develop, Enhance and Deliver Business Presentations
7. Write a cover letter, create a Resume and be prepared to Interview

Hybrid Course Schedule:

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Canvas announcement.

Week	Week Starting	Topics	Activities	Due
1	8/26/24 On-Line	Syllabus, Professional Communication in a Digital, Social, Mobile World	Chapter 1 • Introduce yourself in the Introduction Discussion Board • Review Syllabus • Read Chapter One • Review Canvas Module • Discussion Post & Reply	• Introduction Post due by Thursday 9/01/24 @11:59PM • Chapter 1 Discussion Post due by Thursday 8/29/24 @11:59PM • 2 Discussion responses due by Sunday 9/01/24 @11:59PM
2	9/02/24 On-Line	Collaboration, Interpersonal Communication, and Business Etiquette, Communication Challenges in a Diverse, Global Marketplace	Chapter 2-3 • Read CH 2-3 • Review Canvas Module • Review Amy Cuddy Video • Discussion Post & Replies • Quiz Chapters 1-3	• Discussion Post due Thursday, 9/05/24 @11:59PM • 2 Discussion responses due by 9/8/24 @11:59PM • Amy Cuddy Review Assignment • Quiz CH 1-3 due by 9/8/24 @11:59PM
3	9/09/24 In Person Founder's Hall: Room 243 10:00 AM- 12:50 PM	Applying the Three Step writing Process, Writing Business Messages	Chapter 4-5 • Read Chapter 4-5 • Review Canvas Module • Discussion Post & Reply	• Discussion Post due Thursday, 9/12/24 @11:59PM • 2 Discussion responses due by 9/15/24 @11:59PM
4	9/16/24	Completing Business Messages	Chapter 6 • Read Chapter 6 • Review Canvas Module • Discussion Post & Reply • Quiz Chapters 4-6	• Discussion Post due Thursday, 9/19/24 @11:59PM • 2 Discussion responses due by 9/22/24 @11:59PM • Quiz CH 4-6 due by 9/22/24 @11:59PM
5	9/23/24	Digital Media	Chapter 7 • Read CH 7 • Review Canvas Module • Discussion Post & Reply	• Discussion Post due Thursday, 9/26/24 @11:59PM • Discussion responses due by 09/29/24 @11:59PM
6	9/30/24	Social Media	Chapter 8 • Read Chapter 8 • Review Canvas Module • UGC Assignment	• UGC Assignment due by 10/06/24 @11:59PM
7	10/7/24	Visual Media	Chapter 9 • Read Chapter 9 • Review Canvas Module • Discussion Post & Reply • Quiz Chapters 7-9	• Discussion Post due Thursday, 10/10/24 @11:59PM • 2 Discussion responses due by 10/13/24 @11:59PM • Quiz CH 7-9 due by 10/13/24 @11:59PM

	Week Starting	Topics	Activities	Due
8	10/14/24	Writing Routine and Positive Messages, Negative Messages and Persuasive Messages	Chapters 10-12 • Read CH 10-12 • Review Canvas Module • Discussion Post & Reply • Mid Term Exam CH 1-12	• Discussion Post due Thursday, 10/17/24 @11:59PM • 2 Discussion responses due by 10/20/24 @11:59PM • Mid Term due 10/20/24 @11:59PM
9	10/21/24 In Person Founder's Hall: Room 243 10:00 AM- 12:50 PM *Guest Speaker*	Finding, Evaluating and Processing Information & Planning Reports and Proposals	Chapters 13-14 • Read Chapter 13 & 14 • Guest Speaker • Review Canvas Module • Discussion Post & Reply	• Discussion Post due Thursday, 10/24/24 @11:59PM, • 2 Discussion responses due by 10/27/24 @11:59PM • Guest Speaker Review Assignment due by 10/27/24 @11:59PM
10	10/28/24	Writing and Completing Reports and Proposals	Chapter 15 • Read Chapter 15 • Review Canvas Module • Discussion Post & Reply Quiz Chapters 13-15	• Discussion Post due Thursday, 10/31/24 @11:59PM • 2 Discussion responses due by 11/03/24 @11:59PM • Quiz CH 13-15 due by 11/03/24 @11:59PM
11	11/4/28	Developing Presentations in a Social Media Environment	Chapter 16 • Read Chapter 16 • Review Canvas Module • Discussion Post & Reply	• Discussion Post due Thursday, 11/7/24 @11:59 PM • 2 Discussion responses due by 11/10/24 @11:59PM
12	11/11/24	Enhancing Presentations with Slides and other Materials	Chapter 17 • Read Chapter 17 • Review Canvas Module • Discussion Post & Reply • Quiz Chapters 16-17	• Discussion Post due Thursday, 11/14/24@11:59PM • 2 Discussion responses due by 11/17/24 @11:59PM • Quiz CH 16-17 due by 11/17/24 • @11:59PM
13	11/18/24 In Person Founder's Hall: Room 243 10:00 AM- 12:50 PM	Building Careers and Writing Resumes	Chapter 18 • Read Chapter 18 Review Canvas Module	Choose a template and begin drafting your resume. • Discussion Post due Thursday, 11/21/24 @11:59 PM • 2 Discussion responses due by 11/25/24 @11:59PM
14	11/25/24 (Fall Break 11/28-29)	Applying and Interviewing for Employment	Chapter 19 • Read Chapter 19 • Review Canvas Module • Create resume and cover letter	Work on Resume and Cover Letter
15	12/2/24	Final Review	• Zoom of review questions and strategies related to the final exam. • Discussion Chapters 18-19	• Project: Resume and Cover Letter Due **Monday 12/5 @11:59pm** (Last Day of Classes) • Discussion Post due Tuesday, 12/3/24 @11:59 PM • 2 Discussion responses due by Thursday 12/5 @11:59PM
16	12/9/24	Final Exam	Final Exam CH 13-19	Final Exam due 12/9-14 TBD @11:59PM when it closes in CANVAS.

Discussion Post Grading Standards:

Criteria	Ratings				Pts
Quality of Posting and expression written within the post	**5 Pts** **Exceeds Standards** Posting reflects the readings and/or points to address in discussion instruction. Post is at least **ten** sentences and answers the specific question and/or is relevant to the discussion instruction. Ideas are expressed clearly and concisely, supported by concepts discussed in the textbook or outside sources. *(If content is as described but there are repeated grammar errors, one or more points may be reduced).*	**3 Pts** **Meets Standards** Posting **mostly** reflects the readings and/or points to address in discussion instruction. Post is **seven - nine** sentences and answers the specific question and/or is relevant to the discussion instruction. Ideas are expressed clearly and concisely, supported by concepts discussed in the textbook or outside sources.	**2 Pts** **Fair** Posting **somewhat** reflects the readings and/or points to address in discussion instruction. Post is **five - seven** sentences and answers the specific question and/or is relevant to the discussion instruction. Ideas are expressed clearly and concisely, supported by concepts discussed in the textbook or outside sources.	**0 Pts** **Poor** Posting does not reflect the readings and/or points to address in discussion instruction. Post is **less than five** sentences, does not answer the specific question and/or is not relevant to the discussion instruction. Ideas are not expressed clearly and concisely, supported by textbook or outside sources.	**5 Pts**
Timeliness	**5 Pts** **Meets Standards** First post is completed by Thursday at 11:59 p.m.	**3 Pts** **Meets Standards** First post is completed by Friday at 11:59 p.m.	**N/A**	**0 Pts** **Poor** First post is completed by Saturday at 11:59 p.m. or later	**5 Pts**

Discussion *Response* Grading Criteria

Criteria	Ratings			Pts	
Quality of Posting and expression written within the response	**5 Pts** **Exceeds Standards** Responses are constructive and relevant to the post. Responses are at least **five** sentences. Ideas are expressed clearly and concisely, and are supported by concepts discussed in the textbook or outside sources.	**3 Pts** **Meets Standards** Responses are mostly constructive and relevant to the post. Post is **three to five** sentences. Ideas are expressed clearly and concisely, supported by concepts discussed in the textbook or outside sources.	**2 Pts** **Fair** Responses are somewhat constructive and relevant to the post. Post is **three to five** sentences. Ideas are expressed clearly and concisely, supported by concepts discussed in the textbook or outside sources.	**0 Pts** **Poor** Response does not reflect the post. It is less than 3 sentences. Ideas are not expressed clearly and concisely, supported by textbook or outside sources.	**5 Pts**
Number of Responses	**5 Pts** **Meets Standards** Student Responds to 2 Posts.	**3 Pts** **Fair** Student Responds to 1 Posts.	**N/A**	**0 Pts** **Poor** Student does not respond.	**5 Pts**

(If content is as described for either the post or response but there are repeated grammar errors, one or more points may be reduced).

As this is a communication course and we do not meet in-person every week, the discussion posts and responses are an assignment and should be treated like a more formal paper. They count for almost 1/3 of your grade.

Grading Matrix:

Instrument	**Possible Point Value**	**Total**
Discussion Posts	13 Posts up to 10 points each	130
Discussion Post Responses	12 sets of 2, 10 points each set	120
Assignments	2 Video Reviews, 10 points each	20
Assignments	Guest Speaker Review	20
Chapter Quizzes	5 Quizzes 50 points each	250
Midterm Exam	Chapters 1-9 up to 150 points	150
Resume & Cover Letter	Resume 100 Cover Letter 60	160
Final Exam	Chapters 10-19 up to 150 Points	150
Total		***1000***

Grade Determination:

A = 1000 – 900 pts; 90% or better
B = 899 – 800 pts; 80 – 89 %
C = 799 – 700 pts; 70 – 79 %
D = 699 – 600 pts; 60 – 69 %
F = 599 pts or below; less than 60%

Need tutoring services or just some help with a particular assignment? For tutoring that empowers students to achieve success, schedule an appointment with the Learning Commons today at https://www.untdallas.edu/learning/scheduleappointment/.

Course-Specific Policies

Late Work:

I do not believe in accepting late work. Whether you are in corporate America or running your own business, you will be judged on what you produce and contribute regardless of circumstances. However, I will abide by UNTD's policies. ***Excused*** late work will be dropped a full letter grade below what you would have earned had it been on time.

UNTD Attendance and Participation Policy:

The University attendance policy is in effect for this course. Please refer to Policy 7.005 Student Attendance at https://untsystem.policytech.com/dotNet/documents/?docid=1347&public=true.

Attendance in hybrid courses is measured by the activity of the student within the course. Attendance is considered when students are logged in and actively participating in the learning management system, i.e., participating in synchronous learning opportunities, posting academic assignments, submission of quizzes or exams, participating by posting in discussion boards, and student-initiated email communication with faculty regarding academic course subject matter. Students must establish a record of participation in academically related activities prior to the Census date for the session. Logging into an online course is not sufficient, by itself, to demonstrate attendance by the student. Minimum Attendance Threshold: *At least 80% of class sessions must be attended whether on-line or in person.*

Assignment Policy:
Assignments should be taken as scheduled. No makeup assignments will be allowed except for documented emergencies (See Policy 7.005 Student Attendance at https://www.untdallas.edu/hr/upol).

Note*: Make sure you allow plenty of time to submit assignments in Canvas. If you are in Canvas and still working on the project or assignment last minute, it will kick you out at 11:59 pm.*

Exam Policy:

Exams should be taken as scheduled. No makeup examinations will be allowed except for documented emergencies (See Policy 7.005 Student Attendance at https://www.untdallas.edu/hr/upol).

Extra Credit:

I do believe in and encourage extra credit work. I believe teaching is a two-way street. Some of the richest course materials available are a result of student feedback. While I am a stickler on grammar and writing skills, I still make my share of mistakes. If you find any mistakes in grammar, punctuation, dates or other correctable course materials that I have written and bring them to my attention, you will receive at least 5 extra credit points. If you contribute to the course with usable, applicable feedback, content or recommendations for content, you will receive no less than 5 extra credit points.

In-Person Course Policies

Electronic Device Policy: This is a communication course that is mostly on-line. Some of the richest content will occur during in-person class discussions. Participation in discussions is paramount. Excessive or disruptive use of any device during an in-person class will be counted as an absence.

Attendance: Since we meet only monthly and you have the dates ahead of time, you are expected to be at every class for the duration of the class (10:00 AM-12:50 PM). They will not be recorded. We will take a break of at least 15 minutes at 11:00 AM and 30 minutes at noon. I will be commuting to Dallas from OKC for our in-person courses. While I do not expect any difficulties, please check the course announcements in the morning before you come to class in case of unforeseen circumstances.

Late Arrival: If you are late for an in-person class, enter quietly and take a seat as far to the back of the class as possible. If there are no seats, please stand. Find the sign in sheet or your tent name card and sign in. Once there is a natural break in the course, you will be asked to move to the front of the classroom for the remainder of the course period.

Guest Speaker(s): Having a guest speaker who is an expert in the field of study in the topic for the week is a *huge* privilege. They are taking time away from their own career in hopes of bettering yours. Please afford them even more respect than you would me as an instructor.

University Policies and Procedures

Students with Disabilities (ADA Compliance):

The University of North Texas at Dallas makes reasonable academic accommodations for students with disabilities. Students seeking accommodations must first register with the Disabilities Services Office (DSO) to verify their eligibility.

If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time; however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delays in implementation. Note that a student must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letter during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at http://www.untdallas.edu/disability. You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untdallas.edu on the first floor of the Student Center.

Canvas Instructure Accessibility Statement:
University of North Texas at Dallas is committed to ensuring that online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. The Canvas Instructure Accessibility Statement is provided at https://www.canvaslms.com/accessibility.

NOTE: Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

Academic Integrity:

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the UNT Dallas Academic Integrity Policy in the appropriate Catalog at http://dallascatalog.unt.edu.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

*The use of AI tools **may** be approved for the completion of work in this class if disclosed and approved by the professor ahead of the assignment. Be prepared to identify and justify how the learning outcomes will be achieved and why the use of AI is required/helpful. If you do not disclose your use of AI or other outside assistance, you will not be given any points for the assignment(s) in question and may face failure of the course or other disciplinary action.*

Web-based Plagiarism Detection*:* Please be aware in some courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

Classroom etiquette:

Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student's Rights, Responsibilities, and Conduct will be referred to the Dean of Students as the instructor deems appropriate (UNTD Policy 7.001 found at https://untsystem.policytech.com/dotNet/documents/?docid=1278&public=true).

Online Attendance and Participation:
The University attendance policy is in effect for this course. Class attendance in the Canvas classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the textbook will be discussed in the discussion board. Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency.

Attendance for this online or hybrid course is considered when you are logged in and active in Canvas, i.e., posting assignments, taking quizzes, or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course. Refer to UNT Dallas' Registrar for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor's discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course.

Classroom Disruption:

Students are expected to always engage with the instructor and other students in this class in a respectful and civil manner to promote a classroom environment that is conducive to teaching and learning. Students who engage in disruptive behavior will be directed to leave the classroom. A student who is directed to leave class due to disruptive behavior is not permitted to return to class until the student meets with a representative from the Dean of Students Office. It is the student's responsibility to meet with the Dean of Students before class meets again and to provide the instructor confirmation of the meeting. A student who is directed to leave class will be assigned an unexcused absence for that class period and any other classes the student misses as a result of not meeting with the Dean of Students. The student is responsible for material missed during all absences and the instructor is not responsible for providing missed

material. In addition, the student will be assigned a failing grade for assignments, quizzes or examinations missed and will not be allowed to make up the work.

The Code of Student's Rights, Responsibilities, and Conduct (UNTD Policy 7.001 found at https://untsystem.policytech.com/dotNet/documents/?docid=1278&public=true) describes disruption as the obstructing or interfering with university functions or activity, including any behavior that interferes with students, faculty, or staff access to an appropriate educational environment. Examples of disruptive behavior that may result in a student being directed to leave the classroom include but are not limited to: failure to comply with reasonable directive of University officials, action or combination of actions that unreasonably interfere with, hinder, obstruct, or prevents the right of others to freely participate, threatening, assaulting, or causing harm to oneself or to another, uttering any words or performing any acts that cause physical injury, or threaten any individual, or interfere with any individual's rightful actions, and harassment. You are encouraged to read the Code of Student's Rights, Responsibilities, and Conduct for more information related to behaviors that could be considered disruptive.

Course Evaluations:

Student evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester via your campus email, providing you a chance to comment on how this class is taught. I will not have access to the results of the evaluations until after final grades have posted. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Bad Weather Policy:

Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet, or snow. In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information please refer to http://www.untdallas.edu/police/resources/notifications.

Inclement Weather and Online Classes:

Online classes may or may not be affected by campus closures due to inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

Technology Assistance: To successfully access the materials in an online or hybrid course, UNT Dallas advises that your computer be equipped with the minimum system requirements listed on the first page of the syllabus.

Browser and computer requirements for Canvas: https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Instructure/ta-p/66