The University of North Texas at Dallas
Fall 2024
SYLLABUS for Distance Learning
Communicating in Business MGMT 3330.0003 (1168)

Table 1-General Course Information

Department of Management-School of Business
Instructor Name: Shannon Strain, Ph. D (ABD), MBA, BFA
Office Location: Founders Hall-Business Office
Office Phone: NA
Email Address: Shannon.Strain@untdallas.edu Please allow 24-48 hours of response time and check Announcements in Canvas daily. **I am not available on Sundays.** *Please use your UNTD email and not Canvas messages.*
Office Hours: Email to schedule an appointment via Zoom or in the office: Office hours are Tuesday, 1:00 p.m. - 2:00 p.m. and 6:00 p.m.-8:00 p.m.
Classroom Location: Founders Hall, Room 212
Class Meeting Days & Times: Meets on Wednesday, 1:00 pm-3:50 pm
Course Catalog Description: 3 hours. Development of interpersonal business communication skills in the following areas: group communication, written communication (collaborative Writing and business letters, memorandums, and reports), oral communication (business presentations, meetings, and interviews), and listening. The following topics will address international communication and electronic communication technology.
Prerequisites: NA
Required Text: Business Communication: Developing Leaders for a Networked World, 5th Edition; Author Cardon; McGraw-Hill. **ISBN#9781264395538** **Note**: A student of this institution is not obligated to purchase a textbook from a university-affiliated bookstore. The same book may also be availablefrom an independent retailer, including an online retailer; however, **it requires an access code to complete the assignments.**

Access to Learning Resources:
  UNT Dallas Library: **UNT Dallas Bookstore:**
     phone: (972) 780-1616   Phone: (972) 780-3652
     UNTD Library Webpage   UNTD Bookstore Webpage
     email: library@untdallas.edu   email: untdallas@bkstr.com

Department of Management-School of Business

Supported Browsers:
   Chrome Firefox, Flash 28, 29 (for audio/video), Internet Explorer 11,
   Safari 10, 11
Getting Help with Canvas:
Canvas 24 /7 Phone Support for Students: 1-833-668-8634
Canvas Help Resources: web: https://community.canvaslms.com/docs/DOC-10701

FlatWorld Support at 877.257.9243 or Support @flatworld.com

For additional assistance, contact Distance Learning:
    DAL1, Ste 150
    email: distancelearning@untdallas.edu

Supported Devices:
   iPhone Android Chromebook
(Tablet users can use the Canvas app)

If you are working with Canvas 24/7 Support to resolve a technical issue, keep me updated on the troubleshooting progress. Also, if you have a course-related problem (course content, assignment troubles, quiz difficulties), do not hesitate to contact me during office hours or by email.

Course Goals or Overview: The goals of this course are to encourage the student's understanding of how communication and critical thinking skills will fuel career success and the ability to adapt to significant workplace changes, including social media, anytime-anywhere availability, global competition, shrinking management layers, and increased use of teamwork. Students will compare internal and external communication functions, formal and informal communication forms, and oral and written communication. The successful student will further identify ethical business communicators' goals and adopt practical guidelines for making ethical decisions and addressing wrongdoing in the workplace.

Learning Objectives/Outcomes: At the end of this course, students will be able to:

---

1. Explain how communication skills drive career success and why writing skills are vital in a digital, mobile, and social-media-driven workplace.

---

2. Identify the tools for success in the hyper-connected 21st-century workplace; appreciate the importance of critical-thinking skills and personal credibility in the competitive job market of the digital age and understand how your education may determine your income.

---

3. Describe significant trends in today's dynamic, networked work environment, and recognize that social media and other communication technologies require excellent communication skills in any economic climate.

---

4. Examine the internal and external communication flow in organizations through formal and informal channels, explain the importance of effective media choices, and understand how to overcome typical organizational communication barriers.

---

5. Analyze ethics in the workplace, understand the goals of ethical business communicators, and choose the tools for doing the right thing.

Department of Management-School of Business
IMPORTANT DATES
• Last Day to Add classes: **August 29,2024** • Census date: **September 11, 2024** • Last Day to Drop: Course(s) will not appear on the transcript. *See REFUND CALENDAR: **September 11, 2024** • Term Withdrawal: Grade of "W"/retaining at least one course for the term *See REFUND CALENDAR: **September 12, 2024-November 8, 2024** • **Last Day of Class- Dec. 5, 2024**

Description of Graded Work:

This course is highly graded on grammar, spelling, punctuation, and communication skills.

1. **Orientations** are to help you navigate through the various chapter assignments. There are **six** orientations at **25 points,** each equaling **150 points**, which is **7.5% of your grade**.

2. **SmartBook** is a reading experience for each chapter. The topics are made to be more personal, accessible, productive, and mobile. There are **fifteen** chapters at **10 points,** each equaling **150 points**, which is **7.5% of your grade.**

3. **Chapter Assignments and Exercises** help with critical thinking and practical application. There are **seventeen** assignments/exercises at **25 points,** each equaling **425 points,** which is **21.4% of your grade.**

4. **Concept Overview & Videos:** Concept Overview Videos are provided to help engage you to apply concepts with the chapter you are studying. After watching the video of each learning objective mini lecture, you will be prompted to quiz yourself on the key concepts reinforcing knowledge and a good prep tool for assessments. There are **five** at **10 points,** each equaling **fifty points,** which is **2.5% of your grade.**

5. **Application-based activities** are highly interactive activities that challenge you to use critical thinking skills and apply your knowledge to realistic scenarios. You will be placed in a specific role where you must apply multiple concepts and make data-informed decisions. The progress from understanding basic concepts to analyzing complex scenarios and solving problems. These "mini sims" allow multiple decision-making paths and allow you to see the impact of their decisions immediately. There are **thirteen** at **25 points,** each equaling **325 points**, **16.3% of your grade.**

6. **Discussion Questions** are interactive activities that challenge you to use critical thinking skills and apply knowledge and role-playing. You will learn to apply the concepts covered in the course regarding your daily communication encounters and opportunities by taking the idea(s) and reflecting upon how the phenomenon is enacted in your personal, professional, academic, and work life. You will communicate in a formal business email writing style (to your co-workers/classmates).

   • You will be given a scenario or task in which you will role-play as the lead or person authoring a formal email to your company/employees (each job varies on your role; read carefully). Your initial response is a formal email (review what is required for emails, your post should look exactly like an email you would receive in real life). You will write it on Canvas or cut and paste it into Canvas under the discussion icon. The discussion questions will be posted on Monday and are due by Sunday at 11:59 pm. I highly suggest you send the initial email no later than Wednesday or Thursday of the week it is due, to allow other students to respond. The initial post is worth **ten points** and will be graded based on facts, data, research, email format, and grammar.

- The next step is to respond formally in a response email. You do this by first picking one student's initial formal email post. Secondly, you will respond in a formal email back to the person who wrote the response. You will address the topics in the initial response by making suggestions, debating, implementing differences of opinion based on facts, data, and research in a professional manner.

  - Do not grade each other; avoid judgment statements (I like; that's great).

  - You must post **ONE RESPONSE** to another students' initial posts; to get full credit for the DQs.

  - Remove your opinion, use research experts that share your opinion state and write about facts.

  - Use the research to validate points (not just the book) and add value to your answer (write in business language); remember you are all co-workers, so how would you respond to someone in your place of work through email.

  - Look at the topics presented in the initial post discuss topics and find experts to validate your point.

  - Cite your references (at the end of your email after your salutation).

  - You will be graded on one reply formal email worth **fifteen points (each DQ is worth twenty-five points). There is a total of six at 25 points each, equals 150 points, and 7.5% of your grade.**

- Many students ask me how many sentences are usually supposed to be in a DQ. Your initial post and response post must be a paragraph at a minimum or what the instructions tell you to do. A paragraph should be <u>100 to 200 words long</u> or <u>be no more than five or six sentences.</u> Your replies must be formal, and a paragraph, including an introduction, body (including points), conclusion/summary and salutation.

- Discussion Questions are opportunities to train on what you are learning in each chapter. You are not an expert. Meaning you are not to tell another student if they are wrong or right about what they wrote, but add too, or persuade a different opinion based on facts you research. The objective is to improve as you go along. Remember, you will not be great at this start because many have not learned to write formally or in a business language. So be patient, read the book, review the feedback, and ask questions along the way!

7. **Chapter Assessments/Quizzes** help you evaluate what you have learned per chapter. There are **sixteen** at **10 points** each, equaling **160 points**, **8.0% of your grade.**

8. **Exams:** There are **four** at **one hundred points,** each equaling **four hundred points**, which is **20.1% of your grade.**

9. **Attendance**: There **are twelve** classes at **15 points** each equaling **180 points**, which is **9.0% of your grade.**

Attendance Policy:

Class attendance is incredibly important to your learning outcomes. You have a 15-minute grace period to get to class; after the 15 minutes, the sign-in sheet will be passed to the front of the class and be picked up. The class is to be treated as if it was a job, it is not a good first impression showing up late or leaving early training or meetings and will be noted on the attendance sheet.

Summary of Assignments and Points:

Table 2-Assignment Points

Component	Breakdown	Totals	%
Orientations	Six @ twenty-five points each	150	7.5%
SmartBook	Fifteen @ ten points each	150	7.5%
Chapter Assign. & Exercises	Seventeen @ twenty-five points each	425	21.4%
Concept Overview & Videos	Five @ ten points each	50	2.5%
Application-Based Activities	Thirteen @ twenty-five points each	325	16.3%
Discussion Questions	Six @ twenty-five points each	150	7.5%
Chapter Quizzes	Sixteen @ ten points each	160	8.0%
Exams	Four @ one hundred points each	400	20.1%
Attendance	Twelve @ fifteen points each	180	9.0%
Total Possible Points		**1990 Points**	**100%**

Grading Scale:

Table 3-Grade Scale

Final Course Grade	Percentage	Points
A	89.5% - 100%	**1780-1990**
B	79.5% - 89.4%	**1581-1779**
C	69.5% - 79.4%	**1382-1580**
D	59.5% - 69.4%	**1183-1381**
F or N	Below 59.4%	**1182 Below**

*Caveat: This grading criterion, grading scale, and class schedule can be revised at the discretion of your instructor. *The final course points are subject to change, reflecting the number of classroom activities assigned during the semester. Therefore, the final grading scale is determined by the total possible points.*

University Policies and Procedures

Students with Disabilities (ADA Compliance)

Chapter 7(7.004) Disability Accommodations for Students:

The University of North Texas at Dallas makes reasonable academic accommodations for students with disabilities. Students seeking accommodation must register with the Disability Services Office (DSO) to verify their eligibility. If a disability is confirmed, the DSO will provide you with an accommodation letter to the faculty to begin a private discussion regarding your specific needs in a course. You may request accommodation at any time; however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Students must obtain a new accommodation letter every semester and meet/communicate with each faculty member before implementing each class. Students are strongly encouraged to deliver accommodation letters during faculty office hours or by appointment. Faculty members can ask students to discuss such letters during their designated office hours to protect their privacy. For additional information, see the Disability Services Office website. You may also contact them by phone at 972-338-1777, by email at

UNTDdisability@untdallas.edu, or in the Student Center Building, 1st floor.

Canvas Instructure Accessibility Statement:
The University of North Texas at Dallas is committed to ensuring its 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. You would want the operating system, web browser, and assistive technology to assist them better. Canvas Instructure Course Management System's Accessibility Statement is also provided.

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 these tools.

Course Evaluation Policy:
Students' evaluations of teaching effectiveness are a requirement for all organized classes at UNT Dallas. This brief survey will be available to you at the end of the semester, allowing you to comment on how this class is taught. I am extremely interested in the feedback I get from students as I continually improve my teaching. I consider students' evaluations to be an essential part of your participation in this class.

Assignment Policy: No Assignments will be accepted via email unless instructed otherwise. Unless the assignment states otherwise, all assignments must be submitted as a Word document and uploaded in Canvas, including any links/URLs. Please read each assignment requirement carefully and remember what constitutes a paragraph. Assignments, quizzes, projects, and exams **MAY NOT** be made-up to provide consistent and unbiased grading practices. Please see the schedule and plan accordingly. The weekly coursework starts on Monday and closes on Sunday at 11:59 pm. *I suggest you do not wait until the last minute to submit assignments. Plan and expect problems, whether the internet, Canvas, FlatWorld, etc. Plan enough time to get the appropriate help for uploading issues and forwarding or have them copy me showing the call or email transcript. Remember, 4,500 students are trying to get assignments turned in before the deadline, and the help desk's call wait times can be extended. Note one more thing, make sure you allow plenty of time to submit assignments on Canvas. If you are on Canvas and still working on the project or assignment at the last minute, it will kick you out at 11:59 pm.*

Turnitin and Repondus Lockdown will be used to ensure academic integrity and honesty.

Exam Policy: No make-up and final exams must be taken during the designated final exam time specified by the registrar's office. Refer to the class schedule.

Academic Integrity:
Academic integrity is a hallmark of higher education. Therefore, you must abide by the University's Code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled under the University's policies and procedures in the Student Code of Academic Integrity Code 7.002 for complete provisions of this code.

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.

Web-based Plagiarism Detection*:* In some online or hybrid courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. Would you please remove your title page and other personal information if submitting to Turnitin?

Classroom Policies

Online Attendance or Classroom 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 on the discussion board. Online presence and participation in all class discussions are critical to integrating course material and your ability to demonstrate proficiency. University Policy 7.005: Student Attendance

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. Maintaining financial aid award eligibility; the activity must occur before the census date of the session or term of the course. Refer to Registrar's Office for specific dates. Suppose you are absent/not active in the course shell. In that case, your responsibility is to inform the instructor of your absence immediately, upon your return or before leaving. All instructors must follow university policy 7.005 covering excused absences; however, as outlined in the course syllabus, the instructor's discretion of how unexcused absences may or may not count against successful course completion.

Inclement Weather and Online Classes: Due to inclement weather, online classes may or may not be affected by campus closures. Students should assume that assignments are due as scheduled unless otherwise notified by their instructor via email, online messaging, or online announcement.

Online "Netiquette":
Specific rules of etiquette are expected in any social interaction and contribute to more enjoyable and productive communication. Emails, discussion board forum threads, and/or any other forms of written communication in the online environment should use proper "netiquette" (i.e., no writing in all caps (usually denotes yelling), no curse words, and no "flaming" messages (angry, personal attacks).

Racial, ethnic, or gender slurs will not be tolerated, nor will pornography.

Any violation of online netiquette may result in a loss of points or removal from the course and referral to the Dean of Students, including warnings and other sanctions under the University's policies and procedures. Refer to the Student Code of Student Rights Responsibilities and Conduct Code 7.001. Respect is a given principle in all online communication. Therefore, please be sure to proofread all your written communication before submission.

Diversity/Tolerance Policy:
Students are encouraged to contribute their perspectives and insights to class discussions online. However, offensive & inappropriate language (swearing) and remarks offensive to others of nationalities, ethnic groups, sexual orientations, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions that violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate.

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.

If you have trouble accessing or using components of the course, try using the Google Chrome browser. If you still experience technical problems, first notify your instructor. Call Canvas 24/7 Help Desk at the phone number on the syllabus's first page if the issue is still unresolved. Also, no matter what browser you use, it always enables pop-ups. For more information, see Canvas Student Guide

Online Course Outline

This schedule is subject to change by the instructor. Changes to this schedule are communicated in class, through class email, or through the Canvas announcement. In addition, supplementary readings and activities can be added to the course and posted in the Readings and Activities/Assignments sections.

Course Schedule

Table 4-Class schedule

Week	Topic, Reading & Assignments	Point Value Due Date
Module 1 **Week 1** 8.26.24	Connect Orientation Videos SmartBook Orientations Application-Based Activity Orientation Video Writing Assignment Training Video Adaptive Learning Assessment Orientation Video Succeeding in Your Course	25- pts 25- pts 25- pts 25- pts 25- pts 25- pts **Due 9.15.24**
Module 2 **Week 2** 9.2.24	**Chapter 1-Establishing Credibility** Ch. 1 SmartBook Ch. 1 Assignment Ch. 1 Quiz	10- pts 25- pts 10- pts **Due 9.15.24**
Module 3 **Week 3** 9.9.24	**Chapter 2-Principles of Interpersonal Communication** Ch. 2 SmartBook Ch. 2 Assignment ABA: Banking on Awareness: Impacting the Bottom Line with Emotional Intelligence ABA: Breakdown at the Fitness Center ABA: Listening Ch. 2 Quiz	10- pts 25- pts 25- pts 25- pts 25- pts 10- pts **Due 9.15.24**
Module 4 **Week 4** 9.16.24	**Chapter 3-Team Communication** Ch. 3 SmartBook Ch. 3 Assignment Ch. 3 Manager's Hot Seat Video Cases ABA: We Need To: Talk: Navigating Conflict Ch. 3 Quiz	10- pts 25- pts 10- pts 25- pts 10- pts **Due 9.22.24**
Module 5 **Week 5** 9.23.24	**Chapter 4-Inclusion in a Diverse Workplace** Ch. 4 SmartBook Ch. 4 Assignment ABA: Generating Consensus Among Multiple Generations DQ 1-**Pick 1**-Can We "Break Free from our Tribes"? (pg. 133) or Making Online Meetings More Accessible (pg. 134) Ch. 4 Quiz	10- pts 25- pts 25- pts 25- pts 10- pts **Due 9.29.24**
Module 6 **Week 6** 9.30.24	**Exam 1- Ch. 1-4-No Class** **Chapter 5-Communicating Across Culture** Ch. 5 Smartbook Ch. 5 Assignment Ch. 5 Quiz	100- pts 10- pts 25- pts 10- pts **Due 10.6.24**

Week	Topic, Reading & Assignments	Point Value Due Date
Module 7 **Week 7** 10.7.24	**Chapter 6-Creating Effective Business Messages** Ch. 6 SmartBook Ch. 6 Assignment ABA: Approach to Writing (Self-Assessment) Writing Process Video DQ 2-Idea Development by Organizing Facts into Conclusions and Recommendations (pg. 198) Ch. 6 Quiz	10- pts 25- pts 25- pts 10- pts 25-pts 10- pts **Due 10.13.24**
Module 8 **Week 8** 10.14.24	**Chapter 7-Improving Readability with Style and Design** Ch. 7 SmartBook Ch.7 Assignment Grammar and Common Sentence Problems Video Punctuation and Mechanics Video Style and Word Choice Video Grammer and Usage Quiz Ch. 7 Quiz	10- pts 25- pts 10- pts 10- pts 10- pts 10- pts 10- pts **Due 10.20.24**
Module 9 **Week 9** 10.21.24	**Chapter 8-Email and Traditional Tool for Business Communication** Ch. 8 SmartBook Ch. 8 Assignment ABA: Selecting Appropriate Communication Channels ABA: Email Practices (Self-Assessment) Ch. 8 Quiz	10- pts 25- pts 25- pts 25- pts 10- pts **Due 10.27.24**
Module 10 **Week 10** 10.28.24	**Exam 2-Ch. 5-8, No Class** **Chapter 9-Social Media for Business Communication** Ch. 9 SmartBook Ch. 9 Assignment ABA: Back on Track: Implementing social media Policy at Work Ch. 9 Quiz	100- pts 10- pts 25- pts 25- pts 10- pts **Due 11.3.24**
Module 11 **Week 11** 11.4.24	**Chapter 10-Routine Messages** Ch. 10 SmartBook Ch. 10 Assignment Routine Document Makeover Exercises ABA: Approach to Writing Routine Message (Self-Assessment) Ch.10 Quiz	10- pts 25- pts 25- pts 25- pts 10- pts **Due 11.10.24**
Module 12 **Week 12** 11.11.24	**Chapter 11-Persuasive Messages** Ch. 11 SmartBook Ch. 11 Assignment DQ 3-Developing a Promotional Message at the EdFirst Foundation (pg. 355) ABA: Persuasive Abilities (Self-Assessment) Ch. 11 Quiz	10- pts 25- pts 25- pts 25- pts 10- pts **Due 11.17.24**
Module 13 **Week 13** 11.18.24	**Chapter 12-Bad-News Messages** Ch. 12 SmartBook Ch. 12 Assignment ABA: The Hazard of Communicating the Ethics Choice	10- pts 25- pts 25- pts

Week	Topic, Reading & Assignments	Point Value Due Date
	DQ 4-Pick 1-Bad News at Jensen Chemical and Hardware Depot (pg. 387) or Message Do-Over for a Bad-News Message to a Professional Contact (pg. 388) Ch. 12 Quiz *DQ 5* Creating Charts from Apple Annual Report (pg. 424)	25- pts 10- pts *25- pts **Due 11.24.24**
Module 14 **Week 14** 11.25.24	**Exam 3-Ch. 9-12-No Class** **Chapter 13-Research and Planning for Business Reports** Ch. 13 SmartBook Ch. 13 Assignment Ch. 13 Quiz **Chapter 14-Completing Business Reports** Ch. 14 SmartBook Ch. 14 Assignment Ch. 14 Quiz	100- pts 10- pts 25- pts 10- pts 10- pts 25- pts 10- pts **Due 12.1.24**
Module 15 **Week 15** 12.2.24	**Chapter 17-Employment Communications** Ch. 17 SmartBook Ch. 17 Assignment Ch.17 Interview Case Studies DQ 6-Identifying What Employer are Seeking (pg.564) ABA: Perfecting the Job Interview: A Crucial Skill to Land a New Job Ch. 17 Quiz	 10- pts 25- pts 25- pts 25- pts 25- pts 10- pts **Due 12.8.24**
Module 16 **Week 16** Short Week! 12.8.24	**Final Exam 4-Ch. 13,14, and 17-No Class**	100- pts **Due 12.14.24**