Business and Professional Communication
Abbreviated version of course syllabus of COMMUN 105 (Sec 201, online)*

WinteriM 2017

Instructor
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Office hours: By appointment

* Email is the best way to reach me when you have a question or issue. When emailing me, please include ‘[Com 105]’ and a short description of your message in the subject line of your email. Messages that lack this information in subject line may be overlooked. Emails sent Monday-Friday are usually responded to within 24 hours. Emails sent on weekends will be responded to on Monday.

COURSE OBJECTIVES

- To help you acquire an understanding of the theoretical principles of business and professional communication.
- To assist you in gaining an understanding and appreciation of the functions of communication in small groups and organizations.
- To aid you in developing your ability to research, write, and articulate ideas.
- To help you improve your abilities to critically analyze and evaluate business and professional communication.
- To assist you in developing your skills in the employment interview setting.

REQUIRED TEXT

The required text for this course is:


- This book is available in both hard copy and as an eBook. You can get it from the bookstore or directly from the publisher. The ISBN for the paperback is: 9781323477304. Publisher’s URL is www.pearson.com

TECHNOLOGY REQUIREMENTS

Access to a computer with an Internet connection, software for opening and editing MS Words and MS PowerPoint files: All written materials must be submitted in the format required by the instructor

* This abbreviated version of WinteriM 2017 Com 105-201 syllabus is provided primarily to share information about textbook and other resources to which students may need access. The content of the course syllabus which will be distributed at the beginning of the semester may contain different policies and/or assignments than are described in this short version of course overview.
Documents that are uploaded to the dropbox in a not designated format (e.g., .pdf, .pages) will not be evaluated.

UWM email account: It is highly recommended to use UWM email account when correspond with the instructor of this course. Mails sent from other email service providers (e.g., gmail.com, yahoo.com) may be ignored due to automatic filtering. In addition, it is highly recommended students to check their UWM email and course D2L site at least once a day during taking this course.

D2L access: Since this is an online class, our class takes place in the D2L site (http://d2l.uwm.edu/), and through email. You are required to check your email and D2L site at least once daily Monday–Friday.

COURSE POLICIES and PROCEDURES

General policies and procedures: Information regarding change of grades, financial obligations, grade appeal and complaint procedures, sexual harassment, record-keeping, and responsibility for evaluating academic progress may be found on UWM Department of Communication website.

Academic misconduct: Academic misconduct will be carefully monitored in this course. Cheating on examinations or online activities, turning in material which is not your own, or using someone else’s work and/or non-print material without proper citation (plagiarism), collaborating on individual assignments, presentations, papers, etc. (except where provided for), will result in the immediate failure of this course. Academic misconduct will be reported to the investigating officer of the College of Letters and Science and additional sanctions may be recommended. Please see university guidelines for further explanation of academic misconduct and disciplinary procedures. A more detailed description of Student Academic Disciplinary Procedures may be found in Regents Policy Statements, UWS Chapter 14 and UWM Faculty Document #1686.

Disability Accommodations: In the pursuit of equal access and in compliance with state and federal laws, the University is required to provide accommodations to students with documented disabilities. If you need accommodations in order to meet any of the requirements of this course, please contact course instructor as soon as possible. For more information or services contact Accessibility Resource Center (ARC): http://uwm.edu/arc/

Drop policy: You may drop the course through the date specified in the UWM Schedule of Classes. After this date, drops will be permitted only for reasons of extraordinary circumstances not related to academic performance in the course. To drop this course after designated date, you must obtain written permission from the instructor and must also file a written appeal with your school/college advising office. Only if the instructor and your school/college approve will such drops be permitted. For details, visit http://uwm.edu/registrar/students/dates-deadlines/adddrop-deadlines-chart/

Equal treatment: The principle of equal treatment of all students is a fundamental guide in responding to requests for special consideration. No student shall be given an opportunity to improve a grade that is not made available to all members of the class. This policy is not intended to exclude reasonable accommodation of verified student disability or the completion of work missed as the result of religious observance, verified illness, or justified absence due to circumstances beyond a student’s control and responsibility.

Extra credit: You may be asked to participate in one or more communication research studies during the course. You will receive extra credit for participating in a study. The number of extra credit points awarded for participating in a study is determined by the length of time required to participate and will be announced at the time such opportunities arise. An alternative writing assignment will be provided if
students do not qualify to complete extra credit studies; make sure you contact the instructor for guidelines.

**Repeating communication courses:** All your work for this course should be original work and only turned in for this course. You are not allowed to re-use work that you created, submitted, or presented for other classes within the Communication department or any other department on campus. If you are repeating this course, you must create new work. If you are double dipping, this will be treated as academic dishonesty. Students are permitted to repeat a communication course only once. Therefore you are permitted to repeat Business and Professional Communication only once. If you are repeating this course for the second time, you should immediately drop this course. If you would like an exception to this rule, you must contact the Chair of the Undergraduate Program Committee.

**Accommodations for religious observances:** In the event that a religious observance should prevent completion of an exam/assignment, students may make up an examination or other academic requirement at another time or by an alternative method, without any prejudicial effect, where: (a) there is a scheduling conflict between the student’s sincerely held religious beliefs and taking the examination or meeting the academic requirements; and (b) the student has notified the instructor, within the first three weeks of the beginning of classes, of the specific days or dates on which he or she will request relief from an examination or academic requirement.

**Incomplete:** An incomplete may be given in lieu of a final grade if you have completed the course successfully until near the end of the semester but, because of a documented illness or other unusual and substantiated cause beyond your control or responsibility, you cannot complete the final assignment(s). This proof must clearly indicate that the emergency prevented you from completing the assignment(s).

**Complaint procedures:** Any complaints about the course should be directed to the instructor. In the event that the concern cannot be addressed at that level, please direct complaints to the course director (Prof. Mike Allen, mikealle@uwm.edu). If the problem cannot be addressed there, please contact the head of the academic unit or department in which the complaint occurs--the Chair of the Department of Communication is Prof. Kathryn Olson (kolson@uwm.edu). If the complaint is about something that allegedly violates a specific university policy, please direct it to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible for enforcing the policy.

**MAJOR ASSIGNMENTS**

All weekly readings and assignments are explained in detail in weekly schedule handout and/or assignment instruction documents. For major assignments, separate instructions and rubric are available under course D2L/content.

**Career Interview Project**

This project is comprised of multiple assignments related to the job application and interview processes. You will be asked to identify a job posting, create a resume and cover letter, conduct research on the company, and develop a series of interview questions from the perspectives of both the interviewer and interviewee.

**Impromptu speech**

Students are required to prepare and present an impromptu speeches. Based on one’s cover letter and resume, individuals need to develop an outline for a self-presentation speech for employment. After
developing an outline, students need to take a video of his or her speech and submit the video through YouTube (time limit: 2 to 3 minutes).

**Group Proposal Project**

This project involves working on a team to prepare and write a business-related proposal. Each team will be assigned a proposal topic from a list provided. Due to the intensive nature of the course, any group members who are not meaningfully participating in groups by the second progress check will be completing the proposal on their own. Group members will also award points for each other’s participation at the end of the project (up to 40 points).

**Quizzes**

During the WinteriM semester, students are required to take 7 online quizzes. These quizzes can only be taken once and are timed (12 minutes), so please be sure to complete your readings prior to starting the quiz. The information from quizzes will be similar to the first part of the final exam, so make sure you take notes on the individual chapters when needed.

**Final Exam**

The final exam will consist of multiple choice and essay questions that you will complete on D2L (Please note: both the multiple choice and essay questions have the same deadline).

**Online discussions**

There are five online discussions assigned throughout the course, which will be described in appropriate weekly schedule handouts. Students will post their initial and response posts by the specified dates on the weekly schedule no later than 11:59 p.m. Minimum requirements for initial postings and responses to others are provided on the discussion rubric and discussion descriptions.

You are required to check the course’s D2L site at least once daily Monday-Friday. Reading the posts by other students in the class is required, to be an active member of our online community. Your discussion grade will reflect your overall participation in the discussion, including the reading of classmates’ posts and posting your own initial and response posts.

**APPROXIMATE COURSE HOUR DISTRIBUTION**

In accordance with UWM policy, a minimum of 144 hours should be allotted to this course in order to achieve the learning goals although actual hour allotments may vary from student to student. A suggested breakdown of these 144 hours might include a minimum of:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Minimum Hours</th>
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<tbody>
<tr>
<td>Reading book chapters and related materials</td>
<td>40</td>
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<tr>
<td>Studying for and taking quizzes and final exam</td>
<td>22</td>
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<tr>
<td>Career interview project preparation and completion</td>
<td>20</td>
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<tr>
<td>Preparing and conducting impromptu speech</td>
<td>18</td>
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<tr>
<td>Completing group proposal project and related assignments</td>
<td>24</td>
</tr>
<tr>
<td>Completing online discussions</td>
<td>20</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>144</strong></td>
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GRADING PROCEDURES

Listed below are the maximum point values for the graded course requirements:

- Course Policy & Self-introduction: 20
- Quizzes: 140
- Discussion Participation: 100
- Career Interview Project: 220
- Impromptu speech: 120
- Group Project: 200
- Final exam (part 1 + part 2): 100

Total points: 900

Your final letter grade will be determined using a standard curve. A letter grade of C represents an average student’s performance.

- A = 94% or 842+
- B- = 80% or 716+
- D+ = 67% or 599+
- A- = 90% or 806+
- C+ = 77% or 689+
- D = 64% or 572+
- B+ = 87% or 779+
- C = 74% or 662+
- D- = 60% or 536+
- B = 84% or 752+
- C- = 70% or 626+
- F = 535 points or lower