

**Spring 2018 Syllabus  
Communication 105 Online  
Business and Professional Communication**

**COURSE INSTRUCTOR:**

Dr. Deborah Pincon  
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Office Hours: Because this course meets solely online, office hours are available by appointment and conducted via phone.

**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:

Business and Professional Communication, Books a la Carte  
by Beebe, Steven A.; Mottet, Timothy P. **Edition: 3rd**  
[ISBN13: 9780133973488](#)  
[ISBN10: 0133973484](#)

Students can purchase this text (in affordable, loose leaf or other format) through Amazon, Barnes & Noble, or another vendor of choice.

**COURSE POLICIES and PROCEDURES**

**General policies and procedures:** Information regarding change of grades, financial obligations, grade appeal and complaint procedures, sexual harassment, record-keeping, responsibility for evaluating academic progress, etc. may be found on UWM Department of Communication website <http://www4.uwm.edu/letsci/communication/>, Dean of Students website <http://www4.uwm.edu/dos/>, and the University policies and procedures website <http://www4.uwm.edu/secu/policies/>.

**Accessibility of electronic submissions.** Every student is responsible for ensuring that the electronic format used to submit materials provided in fulfillment of an assignment arrive in a format accessible to the instructor. If material is provided that is not accessible, then the assignment has not been completed. The instructor will contact you if a file cannot be opened, or if the file content is unreadable, but it is the student's responsibility to make sure that every assignment sent can be accessed by the instructor.

**Academic misconduct:** Cheating on exams or plagiarism represent violations of the academic honor code and carry severe sanctions such as failing a course, suspension or dismissal from the University. Academic misconduct will be carefully monitored in this course. Cheating on examinations or lab activities, turning in material which is not your own, turning in material that you used in a prior class/semester, or using someone else's print and/or non-print material without proper citation, collaborating on 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.

**Repeating communication courses:** All 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 the 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 without having obtained prior authorization, 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.

**Disability Accommodations:** If you have a disability which will affect your performance in this course, you are responsible for notifying the instructor during the first week of class regarding any documented need for accommodations. <http://uwm.edu/arc/>

**Discriminatory conduct**—(such as sexual harassment) will not be tolerated by the University. [https://www4.uwm.edu/secu/docs/other/S\\_47.pdf](https://www4.uwm.edu/secu/docs/other/S_47.pdf)

**Complaint and grade appeal procedures**—Students may direct complaints to the head of the academic unit or department in which the complaint occurs. A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures adopted by the department, college, or school in which the course resides or in the case of graduate students, the Graduate School. <http://www4.uwm.edu/lets/communication/policies/>

**Hourly breakdown:** Students can anticipate spending 144 total hours on this 3-credit course.

Reading:	35 hours
Discussions:	4.5 hours
Quizzes:	2.5 hours
Major Projects:	100 hours
Final Exam:	2 hours

**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 this 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.

**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. 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.

**Religious observation:** You are responsible for contacting your Course Instructor during the first day of class regarding the need to schedule or reschedule applicable assignment dates.

<http://www4.uwm.edu/secu/docs/other/S1.5.htm>

**Military duty:** Accommodations for absences due to call-up of reserves to active military duty will be provided according to policy: [http://www4.uwm.edu/current\\_students/military\\_call\\_up.cfm](http://www4.uwm.edu/current_students/military_call_up.cfm)

**Incomplete:** An "incomplete" may be given in lieu of a final grade to a student who has carried a subject successfully but because of documented illness or other unusual and substantiated cause because beyond the student's control has been unable to complete some limited amount of term work or final exam. <https://www4.uwm.edu/secu/docs/other/S31.pdf>

**Deadlines for Class Assignments/Discussions/Quizzes:** Please note that late assignments will NOT be assessed, and no points can be earned for work done after specified due dates. To avoid missing points, I encourage students to turn in work at least a day or two before the scheduled deadline; for example, if a quiz is due Sunday, planning to complete the quiz by Friday will provide you with a "buffer" of sorts should something arise over the weekend that makes it difficult to complete the quiz on Sunday.

## MAJOR ASSIGNMENTS

All weekly readings and exercises are explained in detail in the schedule of assignments. For major assignments, separate handouts and rubric are available under course content.

- Job 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, conduct an informational interview with a person working in a similar position, and develop a series of interview questions from the perspectives of both the interviewer and interviewee.
- Training Presentation
  - This project consists of preparing and presenting an 8-10 minute training presentation video on a workplace-related task.
- Group Proposal Project
  - This project involves working on a small team to prepare and write a business-related proposal.
- Final Exam
  - The final exam will consist of multiple choice and short essay questions that you will complete on D2L.

## ONLINE DISCUSSION REQUIREMENTS

Discussions are not scheduled every week (see course schedule on following pages for scheduled discussions). During weeks when discussions take place, students will submit an **initial post by Wednesday evening at 11:59 p.m.**, and **respond to (and read) others' posts by Sunday at 11:59 p.m.** Minimum requirements can be found in the **Discussion Rubric**, and in the description of each discussion within the **Discussion Board**. Please refer to the discussion rubric for additional requirements.

## QUIZZES

There are multiple choice quizzes throughout this course, based on material in your textbook, and in one case, on the APA handout material. Quizzes can only be taken once and are timed, so be sure to complete your readings prior to starting the quiz.

## GRADING PROCEDURES

All quizzes and weekly assignments are to be submitted or completed no later than Sunday night, 11:59 p.m., unless otherwise noted. Quizzes, assignments, discussion postings, and major projects will not be accepted after the date/time due.

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

Quizzes	150
Discussion Participation	100
Interview Project	250
Training Presentation	200
Group Project	200
Final	<u>100</u>
	1000 total points

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 940+	B- = 80% or 800+	D+ = 67% or 670+
A- = 90% or 900+	C+ = 77% or 770+	D = 64% or 640+
B+ = 87% or 870+	C = 74% or 740+	D- = 60% or 600+
B = 84% or 840+	C- = 70% or 700+	F = below 600 points

Your final grade will be provided on your D2L and/or PAWS accounts. Department of Communication staff cannot supply your final grade information in any other format in accordance with federal law.

## Course Schedule

**Unless otherwise noted, weekly assignments, quizzes, and major projects are due on Sundays by or before 11:59 p.m. Initial discussion postings are due Wednesday evenings, and discussion board responses to (and reading of) others' posts are due Sunday evenings.**

### Major Project Deadlines:

Interview Project Part 1	February 11
Interview Project Part 2	February 18
Interview Project Part 3	February 25
Interview Project Part 4	March 4
Training Presentation	April 8
Group Project Status Reports 1-3	April 15, 22, and 29
Group Proposal Project	May 6
Group Proposal Peer Evaluation Forms	<b>Monday</b> , May 7
Final Exam	<b>Thursday</b> , May 10 (Exam available from May 1-10)

## Weekly Schedule

### Week 1: January 22-28

- Readings: Syllabus (located under “Content”)  
Rubric for Discussion Participation  
Chapter 1 in your text
- Exercises: Upload a word document to the “Miscellaneous” dropbox in D2L. This can be a Word document with just your name typed in it, or a paper you wrote for a previous class.
- Quiz: This multiple choice quiz will draw on material from textbook readings. Quizzes in this course are timed.

### Week 2 – January 29 – February 4

- Readings: Chapters 2, 3, and 4 in your text
- Discussion: Participate in **Class Discussion 1**. You will see the description / question for the discussion forums when you go to the D2L Discussion Board area.
1. Post your initial response (at least 300 words in length) by **Wednesday**.
  2. Respond to two+ posts others have written by **Sunday night**. Your responses should be at least 100 words in length. Feel free to share insights, ask questions, or provide a similarly substantive contribution in your replies.
- Quiz: This multiple choice quiz will draw on material from textbook readings.

### Week 3 – February 5-11

- Readings: Chapter 14 in your textbook  
Instructions and Rubric for Interview Project Part 1
- Quiz: This multiple choice quiz will draw on material from textbook readings.
- Assignment: [Interview Project Part 1](#)

### Week 4 – February 12-18

- Readings: Pages 178-188 in your text  
Instructions and Rubric for Interview Project Part 2  
UWM Career Services resources:  
[https://www4.uwm.edu/cdc/prepare/resumes\\_letters\\_references.cfm](https://www4.uwm.edu/cdc/prepare/resumes_letters_references.cfm)  
Two articles (under course content): *Cover Letters* and *Resume Writing*
- Assignment: [Interview Project Part 2](#)

### Week 5 – February 19-25

- Readings: Chapter 8 in your text  
Two articles: *APA Format Handout*, and *Question Asking*  
Instructions and Rubric for Interview Project Part 3
- Discussion: Participate in **Class Discussion 2**. You will see the description / question for the discussion forums when you go to the D2L Discussion Board area.
1. Post your initial response (at least 200 words in length) by **Wednesday**.
  2. Respond to two+ posts others have written by **Sunday night**. Your responses should be at least 100 words in length. Feel free to share insights, ask questions, or provide a similarly substantive contribution in your replies.
- Quizzes: (1) A multiple choice quiz, which draws on material from textbook readings.  
(2) A multiple choice quiz on APA formatting. This quiz is timed – 20 minutes are provided to answer 10 questions.
- Assignment: [Interview Project Part 3](#)

### Week 6 – February 26-March 4

- Readings: Chapter 7 in your text  
Instructions and Rubric for Interview Project Part 4
- Quiz: A multiple choice quiz drawing on material from textbook readings.
- Assignment: [Interview Project part 4](#)

## Week 7 – March 5-11

- Readings: Chapters 11 and 12 in your text  
 Training Presentation Handout and Rubric  
 Fucilla article - *Helpful Hints for Using Presentational Aids*
- Quiz: This multiple choice quiz will draw on material from chapters 11-12

## Week 8 – March 12-18

- Readings: Chapter 13 in your text
- Assignment: Identify a business-related topic for your training presentation. [Describe your topic idea in a Word document and submit to dropbox by end of the week. You will receive feedback \(in dropbox\), and will use this feedback as you prepare your 4-slide PowerPoint during Week 9.](#)
- Quiz: This multiple choice quiz will draw on material from chapter 13

## March 19-25 SPRING BREAK

## Week 9 – March 26-April 1

- Readings: Four articles: *Writing your introduction* (Chopski), *Outlining* (Kramer), *Nonverbal Communication*, and *Uploading Videos to YouTube*
- Discussion: Participate in **Class Discussion 3** by creating a 4-slide PowerPoint outline of your training presentation (see detailed instructions in the D2L Discussion Board area.
1. Post your initial response (PowerPoint slides) as an attachment by **Wednesday**.
  2. Respond to two+ posts others have written by **Sunday night**. Your responses should be at least 100 words in length. Feel free to share insights, ask questions, or provide a similarly substantive contribution in your replies.

## Week 10 – April 2-8

- Readings: Group Proposal Project Handout and Rubric
- Assignments: **Turn in Training Presentation (Due Sunday, April 8)**  
 Participate in Group Discussion: Group members will have the opportunity to introduce themselves, and will be provided with the topic assigned to their group.

## Week 11 – April 9-15

- Readings: Chapters 9 and 10 in your text
- Assignment: Participate in Group Discussion: **Status report #1 due**: Only one member of the group needs to upload the group progress report to the dropbox.
- Quiz: This multiple choice quiz will draw on material from textbook readings.

## Week 12 – April 16-22

Assignment: Continue working on group project  
 Thanksgiving Break 22-26 November  
**Status Report #2 due**

## Week 13 – April 23-29

Readings: Chapters 5 and 6 in your text  
 Three articles under “content”:

- *Organizational Culture*
- *Multicultural Communication: The Nature of Culture*
- *Communication, Culture and Work*

Assignment: Participate in Group Discussion/work on proposal. **Status report #3 due:** Only one member of the group needs to upload the group progress report to the dropbox.

Quiz: This multiple choice quiz will draw on material from textbook readings.

## Week 14 – April 30 – May 6

Discussion: Participate in **Class Discussion 4**. You will see the description / question for the discussion forums when you go to the D2L Discussion Board area.

1. Post your initial response (at least 200 words in length) by **Wednesday**.
2. Respond to two+ posts others have written by **Sunday night**.

Assignment: Finish work on proposal. One member of your group will upload the final proposal to the Dropbox by **Sunday, May 6 at 11:59 p.m.**

## Week 15 May 7-10

Assignment: Each student needs to complete and submit a **group project peer evaluation form** individually. Please upload to Dropbox by **Monday, May 7**. This form gives you an opportunity to provide feedback on the contributions of team members by assigning them points based on assessing their participation with the group project. **Please do not forget to turn in this form, or you will not receive the points awarded to you by others in your group.**

**Final Exam:** **Final exam is due Thursday, May 10. The Final Exam can be taken any time between May 1-10, but please “begin” the exam no later than 9 p.m. on May 10<sup>th</sup> so you have time to complete it.** The final consists of multiple choice questions and short essay questions. You will have three hours to complete the final exam, although most will not need this much time. Please note: D2L cannot auto-grade the essay portions of the exam; thus, after you take the final, you will not see your results/points immediately. I typically grade these after the final exam closes.

### COM105 Spring 2018 Due Dates at a Glance

<b>Week</b>	<b>Date</b>	<b>Due</b>
1	January 28	Upload document to dropbox Chapter 1 Quiz
2	January 31 February 4	Initial post discussion #1  Quiz – chapters 2,3,4 Responses discussion #1
3	February 11	Quiz Chapter 14 Part 1 of interview project
4	February 18	Part 2 of interview project
5	February 21 February 25	Initial post discussion #2  Chapter 8 and APA Quizzes Response posts, Discussion #2 Part 3 of interview project
6	March 4	Chapter 7 Quiz Part 4 of interview project
7	March 11	Chapter 11/12 Quiz
8	March 18	Chapter 13 Quiz Upload topic idea for training presentation to dropbox
<b>SPRING BREAK</b>		
9	March 28  April 1	Initial post discussion #3 (4- slide ppt outline)  Response posts Discussion #3
10	April 8	Training Presentation due
11	April 15	Chapter 9/10 Quiz Group status report #1
12	April 22	Group status report #2 Thanksgiving break ... you can turn in report on 22nd
13	April 29	Chapter 5/6 Quiz Group status report #3
14	May 2 May 6	Initial post discussion #4  Group paper due to dropbox Response posts discussion #4
15	May 7  May 10	Monday ... group peer evaluation form (don't lose points --- turn in by today)  Last day to take final exam