Communication 105 (Section 210)

Business and Professional Communication

Spring 2016 (Online)

COURSE INSTRUCTOR

Dr. Andrew W. Cole, awcole@uwm.edu

Office Hours: By Appointment via e-mail or Skype

When emailing me, please include COMM 105 and a short description of your message in the subject line of your email (ex. "Comm 105 - Textbook question"). Messages lacking this information in subject line may be overlooked. Unless otherwise noted (or unless some sort of emergency arises) I will respond to emails within 24 business hours Monday through Friday.

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:


Students may purchase the text through Amazon, Barnes & Noble, or another vendor of choice.
OTHER REQUIREMENTS

As this is a fully online course, students must have consistent access to the Internet throughout the semester to succeed in the course. Students will be required to use the Desire2Learn (D2L) course management system to complete/submit assignments and will need to regularly check their university e-mail accounts. Some online documents in D2L will require a PDF reader. Additionally word processing software will be required to complete/submit written assignments in .doc or .docx format.

COURSE POLICIES and PROCEDURES

Academic Misconduct: Cheating on exams or plagiarism on written assignments represent violations of the academic honor code and carry severe sanctions such as failing a course, suspension, and/or dismissal from the University. Academic misconduct will be carefully monitored in this course. Cheating on examinations or course 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. Student academic misconduct procedures are specified in Chapter UWS 14 and Faculty Document No. 1686 and can be found at http://uwm.edu/academicaffairs/facultystaff/policies/academic-misconduct/

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.

Credit Hour Policy: The credit hour policy states: “Study leading to one semester credit represents an investment of time by the average student of not fewer than 48 hours for class contact in lectures, for laboratories, examinations, tutorials and recitations, and for preparation and study; or a demonstration by the student of learning equivalent to that established as the expected product of such a period of study.” In accordance with UWM policy, a minimum of 144 hours should be allotted over the course of the semester for your work in the class in order to achieve the learning goals of the course. A suggested breakdown of these 144 hours might include a minimum of:

48 hours - completing major assignments
30 hours - reading course materials
28 hours - completing class exercises and quizzes
24 hours - contributing to class discussion
14 hours - reviewing instructor and peer feedback

*Discriminatory Conduct:* Discriminatory conduct (such as sexual harassment) will not be tolerated by the University. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff. You may view the Discriminatory Conduct Policy at http://www4.uwm.edu/secu/docs/other/S47.pdf

*Disability Accommodations:* Students are to provide a copy of their Verified Individual Services and Accommodations (VISA) to instructors to indicate the accommodations they may need in the class. 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 need for accommodations. See the UWM Accessibility Resource Center website for more information or contact the ARC at x5822.

*Drop/Withdrawal Policy:* A student may drop a full-term course through the end of the eighth week of classes. You may drop the course through the date specified in the UWM Schedule of Classes. After this date, drops will be permitted only for extraordinary circumstances not related to academic performance in the course. To drop this course after this date, students must obtain written permission from the instructor and must 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. If such an opportunity arises, you will receive extra credit for participation. 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 any such opportunities arise.

*FERPA:* The Family Educational Rights and Privacy Act (FERPA) of 1974 oversees students’ rights concerning their educational records, and of certain categories of public information that the University has designated “directory information.” For more information on understanding what UWM faculty and staff are required to do to protect the privacy of students, go to http://www4.uwm.edu/academics/ferpa.cfm

*Grade Appeal Procedures:* 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. These procedures are available in writing from the respective department chairperson or the Academic Dean of the College/School.
**Incompletes:** A notation of "incomplete" may be given in lieu of a final grade to a student who has carried the course successfully until the end of the semester but who, because of a documented illness or other unusual and substantiated cause beyond the student's control, has been unable to take or complete the final examination or to complete some limited amount of term work. This proof must clearly indicate that the emergency prevented you from completing the assignment(s). Contact the instructor if you believe you need an incomplete.

**Religious Observation:** From time to time, students observing religious holidays or other days of special religious significance will find it necessary to be absent on a class day. Wisconsin law (Chapter 36.43) and UWM Faculty Policy (Document 1918) require that instructors provide a reasonable accommodation of a student’s sincerely held religious beliefs with regard to all examinations and other academic requirements. Students are responsible for contacting the course instructor during the first day of class regarding the need to schedule or reschedule applicable assignment dates. A copy of the policy is located on the web at [https://www4.uwm.edu/secu/docs/other/S1.5.htm](https://www4.uwm.edu/secu/docs/other/S1.5.htm).

**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 courses within the Communication department or any other department. If you are repeating the course, you must create new work. If you are "double dipping," this is 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.

**The S.A.F.E. Campaign:** One of UWM’s S.A.F.E. campus goals is to create a culture of awareness among students, faculty, staff, and parents. The Campus Health & Safety Web site at [www.campussafety.uwm.edu](http://www.campussafety.uwm.edu) centralizes emergency and routine safety information and communications. All students are encouraged to enroll in the S.A.F.E. Alert system to receive emergency-information text message alerts.

**Stress and Mental Wellness:** Given the many demands college students face, stress is unavoidable. Please see the UWM Mental Health website at [www.uwm.edu/mentalhealth/forstudents.cfm](http://www.uwm.edu/mentalhealth/forstudents.cfm) for an overview of UWM mental health resources available for students.

**Students Called to Active Military Duty:** UWM has a significant number of students serving in U.S. military reserve or National Guard units who have been or may be called to active duty. The University of Wisconsin System and UWM have a number of policies in place to accommodate students who must temporarily lay aside their educational pursuits when called to active duty in the military. Accommodations for absences due to call-up of reserves to active military duty will be provided in this class according to the University policies available at [http://www4.uwm.edu/academics/military.cfm](http://www4.uwm.edu/academics/military.cfm)
Teaching Evaluation Procedures: All UWM departments/instructional units will conduct end-of-the-semester student evaluations in every section of every course (even online), including UWInterim and summer session courses. The department/instructional unit determines the format of its course evaluations, so please consult the department chairperson if you have any questions about the teaching evaluation procedures.

University Policies: For more information on University policies, please visit the Secretary of the University Website: http://www4.uwm.edu/secu/SyllabusLinks.pdf

MAJOR ASSIGNMENTS

More detailed assignment guidelines and rubrics for major assignments are available under course content under the weeks they are introduced. Due dates are tentative, but no dates will be moved up. Be sure to view and save the full (and detailed) Course Schedule.

- Job Interview Project (Part 1 Due 2/12; Part 2 Due 2/26; Part 3 Due 3/11)

This project is comprised of multiple assignments related to the job application and interview processes. You will 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 (Due 4/15)

This project consists of preparing and presenting an 8-10 minute training presentation video on a workplace-related task and uploading the video to YouTube.

- Virtual Team Project (Due 5/10)

This project involves working with a team to prepare and write a business-related proposal. Each team will be assigned a proposal topic from a list provided.

- Final Exam (Opens 5/16 and closes 5/18)

The final exam will open during final week in the Quizzes section on D2L. The final exam consists of multiple-choice questions and has a time limit of 50 minutes. You only have one attempt on the final exam. The final exam is also cumulative so it may be a good idea to keep track of questions on the quizzes that you had difficulty answering.
PARTICIPATION REQUIREMENTS

Since this is an online class, our class takes place in the D2L site. Participation will primarily take place through the Discussions section. You will need to make an introductory post, Update Your D2L Profile and participate in two class discussion exercises. Links to discussions appear under the course content for the week and can also be found in the Discussions section. Initial posts must be made by the date given on the weekly schedule, and responses to at least one other post (depending on the description) by the date on the weekly schedule at 11:59 p.m. Minimum requirements for initial postings and responses to others are provided for each post. Aim for the same quality of postings as you would for an assignment you would turn in for grading.

You are expected to check your email and D2L site at least once daily Monday-Friday. Reading posts by other students in the class is required to be an active member of the class (and yes, instructors can see whether or not you've opened discussion posts on D2L). Your participation grade will reflect your participation in the discussion (e.g., meeting requirements of posting and reading other students’ posts).

Constructive criticism is important to learning, but it is also important to be respectful. We learn from each other, so please share personal experiences you are comfortable sharing with us. You are not alone in the course, so stay in touch with us all. Bring general course questions or syllabus questions to the discussion boards. Another student in the class may be able to answer a question you have before the instructor can even see it. You can also offer assistance to someone stuck on an assignment or seeking a better understanding of a concept by explaining it in a way easier to understand.

*Please keep questions on grades, concerns/complaints, or other information that will not benefit classmates in private emails to your instructor.*

QUIZZES

There are 10 quizzes throughout the course. Quizzes can be taken twice, with the lower of the two scores dropped. *Be sure to check (and double check) the due dates for quizzes as no late attempts will be allowed.* Quizzes are timed - with only one minute per each question - 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 11:59 p.m. on the dates listed on the Course Schedule unless otherwise noted. Work, including quizzes, can be submitted before the due date. However, the Interview Project, the Training Presentation, and discussion posts will incur a 10% per day deduction for each day late after the due date (counting weekend days). Quizzes, the Final Exam, and the Virtual Team Project must be taken/submitted by the date/time due and cannot be made up. Listed below are the maximum point values for the graded course requirements. There are 950 total points possible in the course:
Quizzes (150 points max)

Participation (75 points max)

Interview Project (225 points max: 3 parts worth max 75 points each)

Training Presentation (200 points max)

Virtual Team Project (200 points max)

Final Exam (100 points max)

**Final Grade**

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 893+
A- = 90% or 855+
B+ = 87% or 826+
B = 84% or 798+
B- = 80% or 760+
C+ = 77% or 731+
C = 74% or 703+
C- = 70% or 665+
D+ = 67% or 636+
D = 64% or 608+
D- = 60% or 570+
F = below 570 points

*Your final grade will be provided on D2L and PAWS. Department of Communication staff cannot supply your final grade information in any other format in accordance with federal law.*
Online 105 (Cole) - Spring 2016 Semester - Tentative Schedule

The following schedule is flexible. The schedule can and will be changed if class needs warrant the change. All assignments are due at 11:59 pm on the due date marked in this schedule unless otherwise noted on D2L. **Bolded** items reflect due dates.

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Agenda</th>
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| Course Introduction | • Read Syllabus and Course Introduction/Orientation  
• **Update D2L Profile by 11:59 pm 1/29**  
• **Introduction Post Due to Discussion Forum by 11:59 pm 1/29**  
• **Syllabus Quiz Due by 11:59 pm 1/29** |

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<th>Week 2</th>
<th>Agenda</th>
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| Communicating and Leading at Work | • Read Chapter 1  
• Read Interview Project Part 1 document - and begin work on the Interview Project  
• Review the Interview Project Part 1 Rubric and be sure to ask questions if you are unsure about anything  
• **Respond to Introduction Posts by 11:59 pm 2/5**  
• **Chapter 1 Quiz Due by 11:59 pm 2/5** |

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<th>Week 3</th>
<th>Agenda</th>
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| Interviewing Principles and Skills | • Read Chapter 7  
• **Chapter 7 Quiz Due by 11:59 pm 2/12**  
• **Interview Project Part 1 Due by 11:59 pm 2/12** |

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<th>Week 4</th>
<th>Agenda</th>
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| Interview Types | • Read Chapter 8  
• Read Interview Project Part 2 document - and begin work  
• Review the Interview Project Part 2 Rubric and be sure to ask questions if you are unsure about anything  
• **Chapter 8 Quiz Due by 11:59 pm 2/19** |

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<tr>
<th>Week 5</th>
<th>Agenda</th>
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| Be Aware of Self and Others | • Read Chapter 2  
• **Interview Project Part 2 Due by 11:59 pm 2/26** |

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<th>Week 6</th>
<th>Agenda</th>
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| | • Read Chapter 3  
• Read Interview Project Part 3 document - and begin work |
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<tr>
<th>Using Verbal and Nonverbal Messages</th>
<th>Review the Interview Project Part 3 Rubric and be sure to ask questions if you are unsure about anything.</th>
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<tbody>
<tr>
<td>2/29 – 3/4</td>
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<tr>
<td>Week 7</td>
<td>• Read Chapter 4</td>
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<tr>
<td>Listening and Responding</td>
<td>• Interview Project Part 3 Due by 11:59 pm 3/11</td>
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<td>3/7 – 3/11</td>
<td>• Chapter 2-4 Quiz Due by 11:59 pm 3/11</td>
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<td>Week 8</td>
<td>• Spring Recess – No Classes</td>
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<td><strong>Spring Break</strong></td>
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<td>3/14 – 3/18</td>
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<td>Week 9</td>
<td>• Read Chapter 14</td>
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<tr>
<td>Writing for Business</td>
<td>• Complete Exercise 1 – Complaint e-mails by 11:59 pm 3/23</td>
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<td>3/21 – 3/25</td>
<td>• Complete Peer Responses on Exercise 1 by 11:59 pm 3/25</td>
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<td>• Chapter 14 Quiz Due by 11:59 pm 3/25</td>
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<td>Week 10</td>
<td>• Read Chapter 11</td>
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<tr>
<td>Developing Your Professional</td>
<td>• Read Training Presentation document - and begin work</td>
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<tr>
<td>Presentation</td>
<td>• Review the Training Presentation Rubric and be sure to ask questions if you are unsure about anything.</td>
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<td>3/28 – 4/1</td>
<td>• Submit Training Presentation Topic by 11:59 pm 4/1</td>
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<td>Week 11</td>
<td>• Read Chapter 12</td>
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<tr>
<td>Delivering Professional</td>
<td>• Continue work on Training Presentation</td>
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<tr>
<td>Presentations</td>
<td>• Chapter 11-12 Quiz Due by 11:59 pm 4/8</td>
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<td>4/4 – 4/8</td>
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<tr>
<td>Week 12</td>
<td>• Read Chapter 13</td>
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<tr>
<td>Achieving Your Presentation Goals</td>
<td>• Training Presentation Due by 11:59 pm 4/15</td>
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<td>4/11 – 4/15</td>
<td>• Chapter 13 Quiz Due by 11:59 pm 4/15</td>
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<td>Week 13</td>
<td>• Read Chapter 5</td>
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<td></td>
<td>• Read Virtual Team Project Overview.</td>
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| **Adapting to Differences** | **Week 14**
| 4/18 – 4/22 | **Relating to Others at Work**
| 4/25 – 4/29 | **Week 15**
| 5/2 – 5/6 | **Collaborating in Teams & Enhancing Team Meetings**
| 5/9 – 5/10 | **Week 16**
| 5/16 – 5/18 | **Final Project**
| 5/9 – 5/10 |
| | **Final Exam**
| 5/16 – 5/18 |
| **Important Dates** | | **Final Exam opens 9:00 am 5/16 and closes 11:59 pm 5/18** |

- Review the Virtual Team Project Rubric and be sure to ask questions if you are unsure about anything.
- **Complete Exercise 2 – Final Project Groups by 11:59 pm 4/20**
- **Complete Peer Responses on Exercise 2 by 11:59 pm 4/22**
- **Read Chapter 6**
- **Begin work on Virtual Team Project.**
- **Chapter 5-6 Quiz Due by 11:59 pm 4/29**
- **Read Chapter 9 & Chapter 10**
- **Continue work on Virtual Team Project**
- **Chapter 9-10 Quiz Due by 11:59 pm 5/6**
- **Virtual Team Project Due by 11:59 pm 5/10**
- **Peer Evaluation Form Due by 11:59 pm 5/10**

**Important Dates**

- Deadline for Spring Graduation Applications: 1/29
- Last Day to Drop Full-Term Courses without a “W”: 2/19
- Last Day to Drop Full-Term Courses: 3/25
- Study Day: 5/11