

Course Information

BUS 301, Section 02
Spring Semester 2017

Instructor

Dr. Jenna Haugen

Contact Information

Office: Room 369
Phone: 502.852.2837
Email:
jenna.haugen@louisville.edu

Office Hours

M & W 11:00-1:00
T 3:30-5:30
To book an appointment:
haugen.youcanbook.me

Class Time and Room

Mondays & Wednesdays
1:00-2:15 pm
Room 123

Course Description

Employers often identify “good communication skills” as a requirement in job descriptions and help wanted ads. Communication skills also play heavily into decisions about promotion after you get a job. But what does it really mean to have good communication skills? In this class, you will develop and refine a goals-driven, receiver-centric approach to communication, based on five core communication competencies that you will be able to apply in your workplace interactions throughout your career.

Learning Objectives

After completing this course, you should be able to:

- Craft professional messages based on your communication goals (instrumental, relational, and identity) and the needs of your receivers.
- Identify five core competencies of effective business communication (professional, clear, concise, evidence-driven, persuasive)
- Skillfully select and apply a variety of techniques for meeting each competency
- Research, organize, and deliver professional messages using appropriate communication channels

Prerequisites

- Public speaking (3 credits): COMM 111 or COMM 112
- Writing (6 credits): ENGL 101 and ENGL 102; or approved general education Written Composition credits

Recommended Text

Although no textbook is required for the course, I recommend getting a quality business communication handbook that includes grammar and style, such as *HBR Guide to Better Business Writing*.

Grade Appeal Policy

If you wish to appeal a grade for an assignment, submit a formal letter of appeal to Blackboard. See the site for specific instructions. This letter should be submitted within one week of the final evaluation being posted. Your appeal will be evaluated based on merit and your ability to craft a persuasive argument.

Evaluation

Assignment	Points	Grading Scale	
Pre-test	25	A = 94 to 100	D+ = 67 to 69
Letter	50	A- = 90 to 93	D = 64 to 66
Memo	50	B+ = 87 to 89	D- = 60 to 63
Executive Briefing	50	B = 84 to 86	F = <60
Fast Pitch	25	B- = 80 to 83	
Long Report	100	C+ = 77 to 79	
Solution Pitch	50	C = 74 to 76	
Application	100	C- = 70 to 73	
Post-test	50		
Total	500		

Written Work

The work you turn in should reflect your professionalism. Consult the assignment sheet and listen for in-class instructions about assignment submission. Failure to follow these directions as well as typos, spelling mistakes, and grammatical errors will result in significant grade reductions. If you need help with your writing, I can offer assistance *before* the due date. Also, you may use the services of the BizComm Coaches.

Revision

To hone your rewriting skills, you may revise individual assignments during the semester. To take advantage of this opportunity, you must schedule an appointment with a BizComm Coach and complete the revision within one week of receiving feedback. Your revision should be comprehensive and focused on better achieving your goals through the five communication competencies—not just on fixing typos. Your grade on the revised assignment will replace your grade on the original assignment.

Application

In any professional workplace, you will be required to attend work and participate professionally in conversations and meetings. I expect the same level of professionalism for this course. There will be daily in class assignments and you will be evaluated on your application of course concepts. You may only make up in class activities with a university approved excused absence. All documentation of excused absences must be provided within one week of absence.

Social Capital Token

As a general rule, no exceptions will be made to the policies stated in the syllabus. However, as a member of this class, you are given one Social Capital Token that you may use as you choose. Basically, it can be used for an extension on an assignment by one day or to opt out of an in-class activity. However, your Social Capital Token cannot be used to excuse you from any group responsibilities or converted to “extra credit” at the end of the semester. It also cannot be used to “bump” your grade.

Group Work

Business communication involves extensive collaboration with coworkers, supervisors, and customers or clients. In any organization, you will need to work with other people to write and revise your communication. During this semester, you will work on some assignments as groups. Your communication within your group as you complete your assignment is as important as the final product itself and will be evaluated by your peers.

BizComm Coaches

The College of Business's BizComm Coaches offer a variety of FREE assistance—from organizing an initial idea to polishing a final draft. If you would like help on any of your assignments, contact the BizComm Coaches to set up an appointment.

Contact Information

Phone: 502.852.4870

502.852.4778

Email: bizcomm@louisville.edu

Web:

bizcommcoach.setmore.com/

Late Work

Meeting deadlines is very important. In a business setting, you would not turn in late work without notifying your supervisor. Therefore, late assignments will only be accepted if you request an extension within 24 hours of the deadline. This request should be completed via email and will require the use of your Social Capital token. If you have circumstances that prevent you from meeting a deadline (e.g., representing the university in official functions such as athletic/academic competition, professional development conferences, ROTC), please make arrangements to submit your assignment(s) before the due date.

U of L Student Conduct and Responsibilities

This course will abide by University of Louisville student conduct and responsibilities with regards to ethics and related issues:

<http://louisville.edu/dos/students/codeofconduct/Code%20of%20Student%20Conduct%20Effective%20August%202015.pdf/view>

College of Business Student Conduct and Responsibilities

Integrity is one of the most important characteristics that employers seek in new hires and one that the College of Business strives to foster in all its students. As such, academic honesty is expected in all endeavors. Academic penalties are imposed by the faculty member and could include i) Resubmission of an alternative assignment or test; ii) F on the assignment/test; iii) F for the course grade; iii) dismissal from the College of Business.

This course will abide by College of Business student conduct and responsibilities with regards to ethics and related issues:

<http://business.louisville.edu/students/college-of-business-academic-dishonesty-policy>

Requests for Accommodation

University of Louisville is committed to providing access to programs and services for qualified students with a disability. If you are a student with a known and documented disability and require accommodation to participate in and complete requirements for any UofL class, notify your instructor immediately and contact the UofL Disability Resource Center (DRC, phone number 502-852-6938, or visit Stevenson Hall, Room 119) for verification of your eligibility and determination of specific accommodations. You must provide your instructor with the required formal accommodation letter from the DRC within the first week of class or right after receiving formal notification during a semester.

For more information: <http://louisville.edu/disability/>

Professional Behavior

While you are in class, please respect your classmates by behaving professionally. Arrive on time, turn off the ringer on your cell phone, stay focused on and engaged in the class discussion, and do not disrespect the contributions of your classmates by sleeping. Failure to provide these and similar courtesies will be evaluated as part of your application points and may result in your being asked to leave the class.

Observance of Religious Days

Federal law prohibits discrimination on the basis of religious belief. It is the policy of the University of Louisville to accommodate students, faculty, and staff who observe religious work-restricted holy days. Students who choose to observe work-restricted religious holy days must be allowed to do so without jeopardizing their academic standing in any course. Faculty are obliged to accommodate student requests for adjustments in course work on the grounds of religious observance, provided that a student makes such a request in writing during the first two weeks of the term.

For more information:

<http://louisville.edu/diversity/resources/work-restricted-holy-day-policies-calendar.html>

Title IX/Clery Act Notification

Sexual misconduct (including sexual harassment, sexual assault, and any other nonconsensual behavior of a sexual nature) and sex discrimination violate University policies. Students experiencing such behavior may obtain confidential support from the PEACC Program (852-2663), Counseling Center (852-6585), and Campus Health Services (852-6479). To report sexual misconduct or sex discrimination, contact the Dean of Students (852-5787) or University of Louisville Police (852-6111).

For more information, see the Sexual Misconduct Resource Guide: (<http://louisville.edu/hr/employeerelations/sexual-misconduct-brochure>).

Disclosure to University faculty or instructors of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on campus, in a University-sponsored program, or involving a campus visitor or University student or employee (whether current or former) is not confidential under Title IX. Faculty and instructors must forward such reports, including names and circumstances, to the University's Title IX officer.

Severe Weather

In case of severe weather classes may be cancelled up to a certain time of day. Please check the U of L website or call the University Information Center at 502-852-5555. You can sign up for UofL Alerts at <http://louisville.edu/alerts> if you wish to receive text messages regarding cancelled or delayed classes.

Course Schedule (subject to change)

	Monday	Wednesday	Readings
Overview	January 9 Introduction and overview	January 11 Goals-oriented DUE: Pre-test (See Bb for deadline)	
	January 16 Martin Luther King Day	January 18 Receiver-centric	Read: Professional Academic Behavior (January 18)
Professional	January 23 Courtesy	January 25 Care & Conventionality/Workshop	Read: HBR "What a Star" (January 23)
	January 30 Young Professionals Panel DUE: Letter to Leadership	February 1 Presentation strategies	Read: Tips for Elevator Pitches (February 1)
Clear	February 6 Organization	February 8 Writing	Read: How to improve your business writing (Feb 6)
	February 13 Design/Workshop	February 15 Sexual Harassment Scenario DUE: State of Field Memo	
Concise	February 20 Streamline Information	February 22 Reduce Wordiness/Workshop	Read: Words to Eliminate (Feb 22)
	February 27 DUE: Executive Briefing DUE: Fast Pitch Outline	March 1 Working as a team DUE: Group contract	
Evidence-driven	March 6 Selection	March 8 Presentation	Read: Communicating data (March 8)
	March 13 Spring Break	March 15 Spring Break	
	March 20 Citation	March 22 Assertion/Evidence	Watch: Assertion/Evidence video (March 22)
	March 27 Workshop	March 29 Fast Pitch Competition	
Persuasion	April 3 Fundamentals of Persuasion	April 5 Crafting an argument DUE: Long report	Read: Persuasive Writing (April 5)
	April 10 Critiquing an argument	April 12 Negotiations	
Conclusion	April 17 Reflection	April 19 Workshop	Read: Becoming a Powerful Communicator (April 17)
	April 24 DUE: Solution Pitches DUE: Peer Evaluations		

FINAL:

Thursday, April 27 at 2:30 pm