

DEPARTMENT OF COMMUNICATION
585 MANOOGIAN HALL
WAYNE STATE UNIVERSITY
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COURSE SYLLABUS

Communication 3300: Business and Professional Presentations

Winter 2012

Instructor:	Daria S. Heinemann
Course Time/Days:	Online: January 9 – April 29
Course Location:	Online
Instructor's Email Address:	ec9145@wayne.edu (I will return all emails within 24-48 hours during the week, and 48-72 hours over the weekend.) You are also welcome to text me to this number: 209-877-7183 (please watch the time when you text and do NOT contact me between the hours of 7 PM and 9 AM EST under ANY circumstances!) Make sure you sign with your name and course number, so I know what this is regarding. Example: "Will we have a lecture on Chapter 10? Daria – Com 3300"
Instructor's Office Hours:	I am available for conference calls - please e-mail me to set up an appointment. You can also Skype me at DariaHeinemann
Important Dates:	First day of class: January 9 No class: January 16 Spring Break: March 12 – March 17 Class ends: April 23 Final Exams week: April 25 – April 29

Course Description:

The overall objective of COM 3300 is to help you become an effective oral and written communicator in business. The course will help you achieve the following major goals:

1. Design business communications appropriate to the context, audience, purpose, genre (communication type) and to your professional ethos.
2. Recognize and accommodate the various cultural differences, especially to language, ethnic, racial, nationality and gender differences as they affect our communication practices, both verbal and nonverbal.
3. Apply principles and techniques based on theory and research in such areas as document design, readability, persuasion, rhetoric, graphic design, listening and non-verbal communication and develop awareness of applications of communication research in business and society.
4. Produce effective business documents, including email, memos, letters and reports.
5. Perform effectively as an oral business communicator, by preparing professional Power Point presentations, interacting one-to-one and collaborating with others to produce documents.
6. Assess your own and others' documents and oral communication, develop self-awareness, analyzing abilities and facilitate the development of others.
7. Adapt to a technological work environment, access information and produce documents electronically and integrate technological support and computer mediated systems into your work.

Course Materials:

1. COM 3300 Business and Professional Presentation, Wayne State University ISBN 0324668708 (10 Digit) or ISBN 9781111993153 (13 Digit). Note this is a customized version available from Barnes and Noble or Marwils, this includes Aplia package.
2. Publication Manual of the American Psychological Association, Sixth Edition.
3. A dictionary
4. English handbook such as Strunk & White's *Elements of Style* or Baker's *The Practical Stylist*.
5. An active WSU email account. All class material is only sent to a WSU email address.
6. The use of Microsoft Word, Excel and Power Point. (Work submitted in other formats automatically receives "0" Points. No work to be submitted in PDF or Microsoft Works format – please see class Content area for instructions on how to save your documents correctly)

Prerequisites:

You must have completed COM 1010 or equivalent and Intermediate Composition AFS 2390; ENG 2050, 2100, 2110, 2120, 2210, 2310, 2390, 2570, 3010, 3020, 3050. (Students should consult College/School listing for the specific requirement in their curriculum.)

Activities/Assignments:

Discussions (20 points each)	140 points
CLUE activities	40 points
Video Résumé Assignment	40 points
Self-Assessment Memo of Video Résumé	30 points
Team Speech Topic Memo	40 points
Midterm Exam	100 points
Team Executive Summary with references	60 points
Team Handout	50 points
Team assessment memo	40 points
Team Diversity presentation (with Q&A)	100 points
Résumé/CV	50 points
Managerial Report	150 points
Managerial Report PowerPoint	50 points
Managerial Report Speech	100 points
Level of Professionalism points	10 points
TOTAL	1000 points

Note: I may add/drop activities, determine which activities to grade for quality and may adjust the weight of particular activities (for example, doubling the value of a significant task).

Discussion, a key component in each of these major units, includes contributing to class interaction and responding to peers' presentations, including asking questions and commenting appropriately on their work. Your contributions to class discussion and to the question/answer sessions of your peers will be evaluated and you will receive feedback on your performance to help you improve throughout the term. Criteria for participation in class discussion and in Question-Answer sessions are as follows:

- Contribute substantive comments that add value in the discussion.
- Articulate thoughts clearly and sufficiently for others to understand.

- Ask helpful questions.
- Listen actively and supportively (both verbally and non-verbally).
- Respond to others' comments and build on their contributions.
- Act professionally.
- Assess others' work appropriately with both strengths and opportunities.

Discussions cannot be submitted late, or made up if you are absent. These activities will be graded based only on your contributions to class activities. **Just like the workplace, you should expect that anything you do might be evaluated at any time.**

Grading:

Point grades will be awarded on the effectiveness of the written or oral communication for the major graded assignments. The grade chart provides a description of the full letter grades.

Final Course Grades

Percentage and Points will be converted to a letter grade as follows:	Minimum number of points	Letter Grade
93%	930	A
90%	900	A-
87%	870	B+
83%	830	B
80%	800	B-
77%	770	C+
73%	730	C
70%	700	C-
67%	670	D+
63%	630	D
60%	600	D-
57%	570	F

Class Participation:

Students who participate in discussions are likely to experience a higher level of learning and retention of the information contained in the course. To encourage active participation in the course, you will receive credit for contributions to the discussions. Your grade will take into consideration how actively you are engaged, how well you present your responses, grammatical structure and spelling, and how well you incorporate other resources (such as the readings) into your postings. Your grade will be based upon your thoroughness, accuracy, and insightfulness. *Discussion questions will be graded on not only your answer to the question (professionalism in your answers, quality of your response, etc.), but also on the presence of responses to a minimum of two classmates' questions to continue the class discussion.*

You must participate in discussions IN THE CURRENT WEEK, which is Monday to Sunday, and you will not receive credit for postings that are submitted to the discussion late. If you do not attend the classroom on the night of the class – you cannot make up that attendance, so the same idea applies in this online class. While it sounds like a tough requirement, keep in mind that your attendance is widened to any 7 days of the week. Therefore, if you elect to wait until the last day of the week to complete your Discussion Board, and you lose internet access or get called on an unexpected mission – you will not be allowed to make up missed work with the explanation that you should have started your work earlier in the week.

Your original response to the main discussion will always be due by Thursday of the assigned week, and the other responses will be due by the last day of the week in which the Discussion is assigned, usually a Sunday (see Course Schedule). Late posts do not earn any points.

Incompletes:

Incompletes are reserved for extraordinary circumstances such as personal emergencies that can be documented. An incomplete is granted when in the judgment of the instructor a student can successfully complete the work of the course without attending regular class sessions. Incompletes, which are not converted to a letter grade within one year, will automatically revert to an F (failing grade).

Withdrawing from class:

As of Fall 2006 there are no longer W and X grades, students who withdraw from a course after the end of the 4th week of class will receive a grade of WP, WF, or WN.

- WP will be awarded if the student is passing the course (based on work due to date) at the time the withdrawal is requested
- WF will be awarded if the student is failing the course (based on work due to date) at the time the withdrawal is requested
- WN will be awarded if no materials have been submitted, and so there is no basis for a grade

Students must submit their withdrawal request on-line through Pipeline. The instructor must approve the withdrawal request before it becomes final, and students should continue to attend class until they receive notification via email that the withdrawal has been approved. Students, who stop attending but do not request a withdrawal, will receive an automatic F (failing grade).

Make-up work and Extra Credit:

No Extra Credit or make-up work is offered in the class.

Early Assignment Submission:

I welcome work submitted ahead of due dates. However, please keep in mind that if you choose to work ahead, you assume the responsibility of clear understanding of assignment instructions and your work will be graded on the same scale as everyone else's work. Therefore, I encourage you to read the instructions for each assignment carefully and clarify any questions with me prior to submitting your work. Please note that if you submit your assignment early, I reserve the right to grade it early and return it to you in a timely fashion. With that said, no "corrections" or "resubmissions" will be allowed after the grade has been assigned. If you submit the assignment, I assume it is your "final work" and will grade it accordingly.

Late Assignment Policy

Due to the nature of online education, I recommend that you do your work well ahead of the deadlines to insure that all of your assignments are handed in before the due date.

Late work is NOT accepted. This is a business communication course – you are learning to be prepared for the workplace. If your boss sets a deadline for a project, and you fail to meet it – consequences may be dire, regardless

of the reasons for your late submission. Thus, in this class, we are following the same standards. Unless you have made a prior arrangement with me regarding late work, any assignment submitted after assigned deadline (11:59 PM EST) will NOT be accepted. Please note that even if prior arrangements regarding late work are made, the assignments might still be penalized, so work ahead to avoid last minute issues.

Grade Appeals:

The college policy for appealing a final grade can be found at:

<http://www.cfpc.wayne.edu/files/FinalGradeAppeal.pdf>

Policy Statements**Attendance:**

While Online Education classes are asynchronous, they are not correspondence or self-paced. Although only a portion of your grades is tied to discussion, participation is mandatory. You are expected to login to class and participate every 48 hours throughout the term, checking your course for any private or public communication. Announcements will be posted in the course keeping you informed of any changes, important notices, and assignment clarification.

Please note that you are expected to check your e-mail at least once every 48 hours to ensure that no communication from the instructor has gone unnoticed.

Blackboard:

This course makes extensive use of Blackboard. **Please write COM 3300 in the subject line of all emails.** I do not send general course emails to your personal accounts. You should check your WSU email account or forward it to your personal account. If you email me from your personal account, I will respond. Call C&IT at (313) 577-4778 if you have problems accessing Blackboard.

Disabilities:

If you have a documented disability that requires accommodations, you will need to register with Student Disability Services (SDS) for coordination of your academic accommodations. The Student Disability Services (SDS) office is located at 1600 David Adamany Undergraduate Library in the Student Academic Success Services department. SDS telephone number is 313-577-1851 or 313-577-3365 (TDD only). Once you have your accommodations in place, I will be glad to meet with you privately during my office hours to discuss your special needs. Student Disability Services' mission is to assist the university in creating an accessible community where students with disabilities have an equal opportunity to fully participate in their educational experience at Wayne State University.

Please be aware that a delay in getting SDS accommodation letters for the current semester may hinder the availability or facilitation of those accommodations in a timely manner. Therefore, it is in your best interest to get your accommodation letters as early in the semester as possible.

Plagiarism/Academic Dishonesty:

Materials that are clearly not the student's own work or which are not appropriately documented will be subjected to close scrutiny. All acts of academic dishonesty including cheating and plagiarism will be treated as violations of appropriate student conduct and will be subject to disciplinary action. The University Due Process Policy can be found at: <http://www.doso.wayne.edu/judicial/index.htm>. Students should also not use work that was substantively done for other classes unless otherwise approved by the instructor. This

Religious Observances:

It is Wayne State's policy to respect the faith and religious obligations of students, faculty and staff. Students with exams or classes that conflict with their religious observances should notify me well in advance so that we can work out a mutually agreeable alternative.

Grade Disputes:

In the case that you disagree with an assignment grade, please follow a general procedure:

1. Wait 24 hours after the grade has been posted – this will help you think rationally about the situation. During this time I recommend that you go back to the assignment instructions and read them carefully – did you meet all expectations?
2. Write out the dispute with the grade as clearly and concisely as possible, providing clear claims supported with sufficient and appropriate evidence. Please do not meet with me to dispute your grade until you have written out your argument and given me time to read and consider it. I will not discuss grade disputes without a written justification of your position.
3. Make a conference call appointment, after you've given me your written justification and given me time to read and consider it. This will give you time to explain why the grade is inappropriate.

There is a “statute of limitations” on all grade disputes: you have seven (7) calendar days from the date a graded assignment is returned to you in which to submit a dispute. I will not consider grade disputes made past this deadline.

Student Conduct:

I expect appropriate student conduct in class. Ethical communication rules apply in all interactions: e-mails, discussions, assignments, and/or conference calls. Students who chose not to abide by rules of proper etiquette are subject to disciplinary procedures. Please review WSU Student Code of Conduct:

<http://www.doso.wayne.edu/judicial/index.htm>

Course Outline:

Please note that all assignments are due by 11:59 Eastern Standard Time on the due date, unless otherwise stated. No late work is accepted. Most assignment links disappear after the deadline has passed, so please keep an eye on the correct time zone clock to avoid missing these deadlines.

Week	Date	Course Element	Readings Due	Assignments Due
Week 1	January 9 – January 15	Course Preview Speech Requirements Review	Chapters 1, 2 Memo Examples Folder	Syllabus Review Instructor Tips Review Introductions Discussion (20 points) CLUE activity (diagnostic test)
Week 2	January 17 – January 22	Video Résumés	Chapters 3, 4	Video Résumé Week 2 Discussion (20 points)
Week 3	January 23 – January 29	Writing Process Selection of Teams (start working on team memo)	Chapters 5, 6 Team Diversity Presentation Folder	Week 3 Discussion: Post Self-Assessment Memo of Video Résumés given in Week 2 (20 points) Respond to 2 memos of your peers in a memo format (20 points). Please respond to peers who have not received any responses first.

Week 4	January 30 – February 5	Continue working on Team Memo – receive approval for your topic	Chapters 7, 8	Week 4 Discussion (20 points) Submit revised memo of self-assessment taking peer and instructor comments into consideration)
Week 5	February 6 – February 12	Ethical Writing Continue working on Team Memo (due next week)	Chapters 9, 10 Integrity Folder	Week 5 Discussion: post a memo about Netiquette OR plagiarism Respond to 2 peers (20 points)
Week 6	February 13 – February 19	Mid Term Exam Based on Chapters 1 – 10 Start working on Executive Summary		Team Memo Due Midterm Exam due
Week 7	February 20 – February 26	Team Managerial Presentations	Chapters 11, 12	Work in teams on Handout and Executive Summary Continue working in teams
Week 8	February 27 – March 4		Chapters 13, 14	Executive Summary with references to SafeAssignment CLUE #2 Continue working in teams
Week 9	March 5 – March 11	Team Presentations		Team Presentations due Week 9 Discussion: Copy of Power Point Slides in Handout format 6 per page and Q&A (part of team presentation grade).
Week 10	March 19 – March 25	Review of team presentations		Team assessment of another team’s presentation in memo format due on Week 10 discussion board Peer Evaluation of Team Contributions due Choose a topic for Managerial Report speech
Week 11	March 26 – April 1	Employment Communication	Employment Folder	Week 11 Discussion: Submit your CV’s or Resumes. Critique each other’s employment documents (20 points) Obtain approval for Managerial Report speech
Week 12	April 2 – April 8	Research week for Managerial Project		A live office hour held to allow students to ask questions and/or receive guidance Final Résumé due

Week 13	April 9 – April 15	Managerial Reports		Electronic Copy of Managerial Report due Safe Assignment by 11:59 PM EST. Week 13 Discussion (20 points):
Week 14	April 16 – April 22	Final Managerial Report Speeches.		Managerial Report Speech due Presentation Copy of Power Point Slides in Handout format 6 per page.
April 23 April 24	April 23 – April 24	Course Evaluations.		
Week 15	April 25 – April 29	Final Exams week <i>All work is due April 29th</i>		Final Exams Week Discussion: Lessons Learned Memo (20 points) CLUE #3