



UNIVERSITY OF CENTRAL ARKANSAS  
COLLEGE OF BUSINESS  
KATERYNA LIGON, PH.D.  
BUSINESS COMMUNICATIONS - MGMT 2301  
CRN # 30614 & 30615– ON-LINE INTEGRATED WITH BLACKBOARD  
SYLLABUS – SPRING 2019

*Department of Marketing & Management*

## **Vision**

Our vision is to be a recognized leader in developing business talent and ideas that create growth and opportunity in Arkansas and globally.

## **Statement of Mission and Core Values**

We educate a diverse population of current and future business professionals to successfully and ethically meet the challenges of the global business environment. Through active engagement with the local, regional, national, and global communities, our faculty strive to deliver a high-quality business education via experiential education, a relevant curriculum, and scholarly contributions. We pursue continuous improvement opportunities to add value for our College and its stakeholders.

In carrying out this mission, the College of Business is guided by the following core values:

### **1. Intellectual Excellence.**

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote the application and creation of knowledge in business practice and education.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

### **2. Community.**

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to promote life-long and experiential learning, research, service, and community interaction.

### **3. Diversity.**

- 3.1. Value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

### **4. Integrity.**

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.
- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

## Learning Goals

*Our graduates shall possess:*

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

## Course Syllabus

### Course Information:

<b>Course Number:</b>	MGMT 2301
<b>Course Name:</b>	Business Communications
<b>CRN:</b>	# 30614 & 30615
<b>Semester:</b>	Spring, 2019
<b>Location:</b>	On-line in Blackboard (bblearn.uca.edu) McGrawHill Connect is incorporated in Blackboard
<b>Class Hours:</b>	On-line

### Instructor Information:

<b>Name:</b>	<b>KATERYNA LIGON</b>
<b>Office Location:</b>	<b>By appointment</b>
<b>Work Email:</b>	<a href="mailto:kligon@uca.edu">kligon@uca.edu</a>
<b>Phone:</b>	N/A
<b>Preferred Contact Method:</b>	EMAIL
<b>McGrawHill Connect Support Center</b>	800-331-5094
<b>Office Hours:</b>	Available by e-mail (will respond within 48 hrs.)

### Prerequisites:

Undergraduate level WRTG 1320 Minimum Grade of D or Undergraduate level ENGL 1320 Minimum Grade of D or Undergraduate level HONC 1320 Minimum Grade of D

### Textbook and Instructional Materials Required:

**COMMUNICATING AT WORK-CONNECT PLUS (Required-Access plus E-Book)**

- **Author: ADLER**
- **Publisher: McGraw Hill**
- **Edition: 12<sup>th</sup>**
- **ISBN: 9780077421083**

Purchase access code and e-text as soon as possible to avoid missing due dates.

**Other Helpful Links/Resources:**

- Registration: <https://vimeo.com/album/5316669/video/281873348>
- Connect Classic: Navigating Connect and Completing Assignments <https://youtu.be/JXlglkqx4CU>

**Course Description:**

This is a required course of all business majors in the business foundation. This course examines principles of effective communication and provides practice in effectively writing business documents and job seeking documents; presenting oral communications; learning about electronic communications; developing international communications skills; and speaking and interacting in teams.

**Course Objectives:**

1. Demonstrate the ability to use clear business English, a positive tone to emphasize reader benefits, and effectively utilize correspondence, technology, and social media
2. Develop an awareness of the global environment in which corporations conduct business
3. Demonstrate the ability to effectively communicate one-on-one, in groups, and at meetings
4. Develop skills for making effective oral presentations
5. Develop teaming and collaboration skills
6. Develop skills in the job application process

**Course Delivery Method:**

- This is an online **class** that utilizes the Blackboard platform along with CONNECT from McGraw Hill Publishers.
- Students must purchase a separate CONNECT access code to use the CONNECT materials which have been added to Blackboard.
- Students are responsible for checking Blackboard and CONNECT daily for notices and assignments due.
- The syllabus and other materials are available for student review on Blackboard (BB). BB can be accessed by going to MyUCA, click on the “My Courses” tab , and selecting

“MGMT 2301 (Ligon, Spring 2019). You should be automatically registered in this class.

- If you need Blackboard technical assistance, please contact:
  - Online Support Center: [uca.edu/go/bb-osc](http://uca.edu/go/bb-osc) (24/7 technical assistance)
  - Call Anytime (Toll-Free): 844-570-6764

**Note:** DO NOT CONTACT THE UCA HELP DESK FOR BLACKBOARD ISSUES.

### **Grading:**

- All cumulative and final grades will be calculated and accessed through Blackboard.
- Your percentage can be calculated by dividing total points possible by the total points earned in the class.
- A maximum total of **15 EXTRA CREDIT POINTS** may be earned during the semester.

### **Examples of extra credit include:**

- Attend any programs scheduled by Conductor, which usually take place at UCA Makerspace (<http://www.arconductor.org/>) or attend Career Fair or Dress for Success ( 10 pts. each).
- Find an article related to Business Communications; provide one page summary; APA style; do not forget to include reference (5 pts.).
- Complete course Evaluation at the end of semester and provide proof (email me a snap shot) that you did it (5 pts.).
- Go to Career Services to get help on your Job Seeking Documents before turning them to me. You must submit to me the signed note they will give you as proof you got their help (10 pts.).

**Extra credit should be done throughout the semester as “backup/insurance”** in case you need additional points at the end of the semester.

### **Grades will be assigned according to the following scale:**

- A. = 90-100%
- B. = 80-89%
- C. = 70-79%
- D. = 60-69%
- F. < 60%

**TENTATIVE Assessments and point values (subject to change):**

<b>Assignment</b>	<b>Due Date</b>	<b>Available points</b>
Blackboard: Discussion (11 x 10 points each; 1 x 20 points)	Sunday	130 points
Connect: LearnSmart Assignment (10 x 10 points each)	Sunday	100 points
Connect: Chapter Quiz (10 x 20 points each)	Sunday	200 points
Assignment: Long Term Goals Paper	03-10	40 points
Assignment: Job Seeking Packet	03-17	100 points
Team Power Point Presentation	April 29	100 points
Total		at least 670 points

**Blackboard: Discussion.** All initial Discussion posts are due on Wednesday and should be at least **TWO PARAGRAPHS** long. **TWO replies to TWO other students** are due by Sunday and should be at least one paragraph long. Each Discussion is 10 points; if you fail to respond to two students, you will be given a partial credit – 5 points.  
Discussion Job Interview is 20 points.

**Connect: Learn Smart Assignment.** An assignment will take you about 20 minutes to answer about 26 Chapter questions – 10 points (**available all week**).

**Connect: Chapter Quiz.** Chapter Quiz consists of 20 questions; you will be given 40 minutes – and one attempt – 20 points (will be **available Wednesday –Sunday**).  
You **MUST** read and study the assigned chapter(s) and study materials **BEFORE** you attempt to take Quizzes and Tests.

**Assignment: Long Term Goals Paper- 25 Points**

Write a paper describing the prospects for your life after college to age seventy. Develop the picture of your ideal life. What career will you have? Where will you live? Will you have your own family? How will you have fun? How will you serve your community? The purpose of the class project is to assist you in applying effective writing skills in reflection upon personal goals and dreams. Remember to proofread and let someone else to proofread your work.  
Your grade will be lowered for grammar and writing mistakes. Refer to APA (American Psychological Association) style, while writing your paper (type 12; double space).

**Assignment: Job Seeking Packet – 100 points**

This assignment consists of preparing and typing three documents:

- 1) Cover letter (sometimes called a letter of application),
- 2) Resume and
- 3) Reference page.

Detailed explanation is available in Blackboard.

**Team Power Point Presentation Final Project – 100 points**

The project is a teamwork about culture and communications strategies in various geographic regions. Detailed explanation is available in Blackboard.

**NO final EXAM in this course.**

**Class Schedule**

<b>Week</b>	<b>DUE DATES</b>	<b>Quizzes, tests, assignments, and discussions DUE at 11:59 p.m. (midnight)</b>
<b>1</b>	<b>01-13</b>	Blackboard: Discussion Introduction + <b>Professional Photo Register and Activate your McGrawHill Connect account</b>
<b>2</b>	<b>01-20</b>	Read Chapter 1. Communicating at Work Connect: Chapter 1 LearnSmart Assignment Connect: Chapter 1 Quiz Blackboard: Discussion 1
<b>3</b>	<b>01-27</b>	Read Chapter 2. Communication, Culture, and Work Connect: Chapter 2 LearnSmart Assignment Connect: Chapter 2 Quiz Blackboard: Discussion 2
<b>4</b>	<b>02-03</b>	Read Chapter 3. Listening Connect: Chapter 3 LearnSmart Assignment Connect: Chapter 3 Quiz Blackboard: Discussion 3
<b>5</b>	<b>02-10</b>	Read Chapter 4. Verbal and Nonverbal Messages Connect: Chapter 4 LearnSmart Assignment Connect: Chapter 4 Quiz Mandatory meeting with your oral presentation team (in person or virtually) before <b>02-05</b> <u>Meeting Goals:</u> <ul style="list-style-type: none"> <li>▪ Select a topic for oral presentation</li> <li>▪ Make plans for future meetings to complete the project</li> <li>▪ <b>One member of each team will <u>submit the presentation topic and team members names via teacher's email for approval</u></b></li> </ul>
<b>6</b>	<b>02-17</b>	Read Chapter 5. Interpersonal Skills Connect: Chapter 5 LearnSmart Assignment Connect: Chapter 5 Quiz Blackboard: Discussion 5
<b>7</b>	<b>02-24</b>	Read Chapter 6. Principles of Interviewing Connect: Chapter 6 LearnSmart Assignment Connect: Chapter 6 Quiz Blackboard: Discussion: Negotiating a raise Work on Assignment: Job Seeking Documents
<b>8</b>	<b>03-03</b>	Blackboard: Discussion: Job Interview - 20 points. Work on Assignment: Long Term Goals Paper

<b>9</b>	<b>03-10</b>	Blackboard: Discussion Resume mistakes <b>Assignment. Long Term Goals Paper due</b>
<b>10</b>	<b>03-17</b>	<b>Assignment: Job Seeking Documents</b> (cover letter, resume and reference page) – submitted via Blackboard Assignments
		<b>SPRING BREAK</b>
<b>11</b>	<b>03-31</b>	Read Chapter 7. Leading and Working in Teams Connect: Chapter 7 LearnSmart Assignment Connect: Chapter 7 Quiz Blackboard: Discussion 7
<b>12</b>	<b>04-07</b>	Read Chapter 9. Developing and Organizing the Presentation Connect: Chapter 9 LearnSmart Assignment Connect: Chapter 9 Quiz Blackboard: Discussion 9: Effective Presentation
<b>13</b>	<b>04-14</b>	Read Chapter 10. Verbal and Visual Support in Presentations Connect: Chapter 10 LearnSmart Assignment Connect: Chapter 10 Quiz Blackboard: Discussion 10
<b>14</b>	<b>04-21</b>	Read Chapter 11. Delivering the Presentation Connect: Chapter 11 LearnSmart Assignment Connect: Chapter 11 Quiz Blackboard: Discussion 11: Anxiety
<b>15</b>	<b>04-28</b>	<b>Work and Finalize Team Power Point Presentation: Culture and communication around the world</b>
<b>16</b>	<b>04-29</b>	<b>Team Power Point Presentation needs to be uploaded to Blackboard Assignments just once by a team leader.</b> Team Power Point Presentation is a Final project. No final exam for this course

***March 29, Friday Final date to officially withdraw from the class***

### ***Course Evaluations (Fall & Spring)***

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the thirteenth week of instruction through the end of finals week by logging in to MyUCA and clicking on the Evals button on the top right.

## **POLICIES AND PROCEDURES**

### ***On-Line Attendance and Drop Policies:***

If you have not completed assignments, Quizzes & Tests for 2 weeks you may be dropped from the class.

On-line participation will be reviewed to evaluate your progress towards completion of the class. If you DO NOT regularly and actively complete scheduled assignments, Quizzes and Tests for a

2-week period, it will demonstrate that you are not making a reasonable effort to complete this course, and you may be administratively dropped for non-attendance.

Effective Fall 2017, the WP/WF grade option will no longer be used. Only W grades may be assigned for withdrawals through the 12th week of the Fall/Spring semester, with equivalent dates in terms of other lengths. After this 12th week date, only grades of A, B, C, D, or F will be assigned.

***Make-up Assignments, Quizzes and Tests:***

Quizzes, Tests and on-line assignments cannot be made up except for documented technical problems or documentation to prove a legitimate reason for missing a deadline/due date.

***Class Policies:***

- It is **IMPORTANT** for Students to maintain frequent contact with the professor and check UCA email and the Blackboard course daily to receive current class information and reminders and notification of changes in class details.
- I suggest that students exchange phone numbers, Facebook, and/or e-mail addresses with their team members so you can contact them quickly, if necessary.
- Complete all assignments by deadlines posted on Blackboard and in your syllabus. After this deadline passes, you will be “locked out” of the system and cannot submit late work. **Plan to submit your work early in case of problems!**
- Save electronic copies of all work you submit in case a question arises about your course grade. The professor cannot give you credit for an assignment if it has been lost, and it has not been recorded.
- All **written** assignments will be evaluated for content, completeness, accuracy, spelling, and grammatical correctness.
- To receive a WP for the class, you must withdraw by the published UCA deadline for withdrawal date and have a passing grade at the time of withdrawal.

***Student Professionalism and “Netiquette” Policy:***

- Students should maintain a professional disposition throughout this course.
- All communication (emails, assignments, etc.) must meet the standards of business professionals.
- While text messaging is a common method of communication, the language and abbreviations and informality used in this nonprofessional communication practice will **not** be allowed in this course.
- Showing professionalism and respect is important in business.
- Your emails written to me should be written professionally. **ALL EMAILS WRITTEN TO ME SHOULD INCLUDE:**
  1. subject line with the purpose of the email
  2. salutation (i.e., Dr. Ligon or Dear Dr. Ligon) and
  3. what the message is about

4. closing -- type your name and ID# and Class (I have multiple classes)
- PLEASE BE PATIENT: I will make every effort to respond to your emails within 48 hours. In case of questions regarding assignments or Quizzes or Tests, it is imperative that you do not wait until the last minute to email in case it is a matter in which you need to call Technical Support and in case I am not able to respond quickly.

**Academic Integrity Statement:**

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

**Disabilities Act Statement:**

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

**Sexual Harassment and Academic Policies:**

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

**Title IX**

If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: <http://uca.edu/titleix>.

**Emergency Procedures Summary (EPS):**

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are

available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

**Other Required Materials/Competencies/Resources:**

Faculty may add other materials as necessary for their class

**Accreditation & Assurance of Learning:**

Learning Goal(s) Assessed in this Class

There is no formal assessment activity scheduled in this class for Spring 2019.

There is formal assessment activity scheduled in this class.

**Goals:** N/A

**Objective:** N/A

**Measure:** N/A

**Benchmark:** N/A