



UNIVERSITY OF CENTRAL ARKANSAS
COLLEGE OF BUSINESS
VISION, MISSION, AND CORE VALUES STATEMENT

Department of Marketing & Management

COB Vision

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

COB 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 and expects the following outcomes:

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 and impact the application, creation and dissemination of knowledge through contributions to business practice, learning and pedagogical research, and discipline-based scholarship.
- 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 impact and promote life-long and experiential learning, research, service, and community engagement.

3. Diversity.

- 3.1. We 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. Understanding of a Broad Range of Business Disciplines.

Course Syllabus

Course Information:

Course Number:	MGMT 2301
Course Name:	Business Communications
CRN:	25357, 27659
Semester:	Spring 2019
Location:	COB 311
Class Hours:	Tuesdays and Thursdays <i>This is a hybrid class. Please see schedule for dates on which attendance is required.</i>

Instructor Information:

Name:	Dr. Vance Johnson Lewis
Office Location:	COB 305M (Located in MIS Department)
Work Email:	vlewis@uca.edu
Phone:	I no longer use my office phone. Please do not call it as I would hate to miss your message.
Preferred Contact Method:	vlewis@uca.edu
Office Hours:	T/Th 11:00am to 1:15pm; Online as needed <i>Just being able to walk in and see someone is not realistic in today's society...appointments are strongly encouraged!!!</i>
Class Moto:	Develop your sense of humor and eventually it will develop you. ~~Walt Disney

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:

<p>COMMUNICATING AT WORK-CONNECT PLUS (<u><i>Required-Access plus E-Book</i></u>)</p> <ul style="list-style-type: none"> • Author: ADLER • Publisher: McGraw Hill • Edition: 12th • ISBN: 9781260095487 	<p>COMMUNICATING AT WORK (Optional printed copy)</p> <ul style="list-style-type: none"> • Author: ADLER • Publisher: McGraw Hill • Edition: 11TH 13 • ISBN: 9780078036965
--	---

Just as in any office setting, the manager sets the policies. Given the hybrid design of this course, when we are in class, you will be busy doing activities and thus a laptop or tablet will probably come in handy. Please though know that the use of cell phones in class is simply not allowed and

will not be acceptable. Also, students should not wear clothing supportive of any university other than our alma mater UCA!

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:**Specific course objectives include, but are not limited to:**

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 a **HYBRID class** that utilizes the Blackboard platform along with CONNECT from McGraw Hill Publishers. Students will interact both in the traditional classroom and online environments.
- Students must purchase a separate CONNECT access code to use the CONNECT materials which have been added to Blackboard. After purchasing the code, students should use the link as provided on Blackboard to complete the enrollment process.
- 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 (Lewis, Spring 2018)”. You should be automatically registered in this class.
- Students are responsible for checking Blackboard daily for notices and assignments due.
 - If you need assistance with either your email, myuca, or Blackboard, please contact the UCA Help Desk at 501-450-3117 or uca.edu/it
 - If you need assistance with CONNECT, please contact McGraw/Hill
 - **If you need any technical assistance, do not contact the Professor...technology is not his thing and he most likely cannot help!**

Grading:

Grade Component	Points Available	Notes
<i>Knowledge Measures</i>		
Chapter Homework/LearnSmart	220	<i>Homework and quizzes must be completed through Blackboard. Please do not complete them directly through CONNECT as your grade will not register.</i>
Chapter Quizzes (4 x 50 pts. each)	200	
<i>Individual Activities</i>		
Professional Photo	50	<i>To be eligible to earn higher than a "D", students MUST participate in both their Team Case Study Presentation and Team Oral Presentation.</i>
Resume	50	
Career Fair Attendance	50	
Reflection Speeches	50	
<i>Group Activities</i>		
Team Case Study Presentation	50	<i>Students who miss four class days prior to March 29th will be dropped from the class; students who miss four days over the course of the semester will receive an "F" for the semester.</i>
Team topic proposal	50	
Executive Summary	50	
Team Oral Report	100	
Team Development Day	25	
<i>Professionalism</i>		
Attendance (15 days x 20pts each)	300	
Class Contributions	50	
Total	1245	

Final Point Total	Letter Grade	NOTES
1100-1200+	A	<i>Final letter grades will reflect the grouping for the student's final point total, not any type of percentage.</i>
950-1099	B	
850-949	C	
700-849	D	
0-699	F	
		<i>The instructor reserves the right to alter any student's final grade in a positive manner. Requests for a higher grade will ensure the student does not get one.</i>

Extra Credit

The concept of extra credit can be traced back to the earliest Colonial Divinity Schools and it was an exercise offered to motivated students to further their learning...it had nothing to do with helping desperate individuals get a higher grade. There will be no extra

credit offered in this course; however, please note that the amount of points available to earn exceeds the maximum amount of points counted; thus, “extra credit” is already built into the course.

Attendance

Just as in the workplace, students are expected to attend class, which is viewed as our business meeting. In the workplace, simply being sick or having something else one wants to do are not acceptable reasons for missing work (class). Save any reason strictly mandated by the University, there are no excused absences in this class, particularly because this class is Hybrid and allows students a great deal of independence other than the 15 required class meetings and the required attendance of the career fair. Students will be “paid” 20 points for each class attended. Any student arriving late, leaving early, or getting up and leaving the room during class will receive a 10 point deduction for the day. Any student who misses more than 25 minutes of class will receive no credit.

Also, please do not bring me notes from doctors or other medical care providers. They mean nothing to me and your doctor has no authority over my classroom.

Class Contributions

This is a team-based, experiential course; consequently, contribution is critical. Contribution is different from attendance or from paying attention. Contribution includes coming to class prepared, having read the material, making relevant contributions to the discussion, asking pertinent questions, politely listening to other students (this does not mean just listening makes a good contribution; rather, it means not interrupting others while they speak), helping clarify an issue, offering an alternate point of view, and so forth. Sleeping in class, reading material unrelated to the class, being on one’s cell phone for any reason, whispering while other students or the professor is talking, and other such disrespectful actions will negatively impact your participation score. As in a business setting, the positive, active participation of all members increases the benefit to all. Arriving to class late or leaving class early will negatively affect how your contributions are perceived. Also, documented issues with behavior during the Team Project will be reflected in this score. The contributions of each student will be evaluated as either Outstanding (50 points), Excellent (45 points), Above Average (40 points), Average (30 points), Below Average (20 points), Unacceptable (0 points).

Look around the room and ask yourself who is making the most positive contributions to our organization. Is it you?

Description of Major Deliverables/ Course Requirements:

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.

- The professor of this class does ask that students wait until the class has been completed to enter their evaluations. Feedback is welcomed at any point in the semester.

Attendance and Drop Policies:

- Your active participation in this course is expected and required for you to learn the material and earn a passing grade.
- If you feel the need to drop the course, please follow UCA policies; It is the student's responsibility to drop a class. Please note, **March 26th is the last day you can drop this class with a "W"**. You are not able to drop courses after this date.

Assignments, Quizzes, and Tests:

- This class features a combination of online homework assignments and activities, reports, and presentations.
- In the workplace, deadlines are clearly established and missing a deadline often leads to loss of employment. While *highly extenuating circumstances* (massive health crisis; documented car accident on the way to school; unjust incarceration) *may* be considered, once a deadline for an assignment, exam, or project has passed, it cannot be made up. Claims of technical problems (save any issues made public by either UCA, Blackboard, or CONNECT) will not be considered. Students should not wait until the last minute on the off chance a technical issue occurs.
- For all homework and activities, a deadline of 9:00am on the respective date is in place.
- All written assignments will be evaluated for content, completeness, accuracy, spelling, and grammatical correctness.

Class etiquette, responsibilities, and policies:

- This class is considered a "safe environment", meaning students are encouraged to explore thoughts and ideas without fear of reprisal. This does not mean that errors will not be pointed out; rather, errors will be recognized and solutions suggested. The Professor feels strongly it is better for young professionals to learn now rather than lose their jobs later. That said, **Discriminatory, rude, or insulting behavior, either in-person or electronically, directed at the Professor or fellow classmates will not be tolerated.**
- Internet and mobile data use is prohibited during class except for actions associated with class activities. Students using technology for purposes unrelated to the class will be penalized and perhaps asked to leave the room.
- Recording, either video or audio, of this class is strictly prohibited, save for any direction provided by the UCA Office of Disability Services.
- Students **MUST** check their Blackboard email daily to receive current class information and notification of changes in class.
- While text messaging is a common method of communication, the language and abbreviations used in this nonprofessional communication practice will not be allowed in this course.
- "Professor Lewis" or "Dr. Lewis" is the appropriate manner in which to address the Professor. He spent five years and \$70,000 to drop "Mr." earn the "Dr."; using his first name is simply not appropriate at this point in time, regardless of what any other professors prefer being called.

Regarding email:

- Poorly written emails will be returned unanswered to the sender for corrections as to facilitate improvement.
- In addition to the subject of the communication, all emails are to include:
 - a subject line with the course number (i.e. MGMT 2301)
 - salutation (i.e. Dear Dr. Lewis or Prof. Lewis) and
 - a closing (i.e. Thank you, Respectfully, John Doe)
- Be patient: just as you are not expected to be in your role as a student 24/7, neither are faculty members required to work 24/7, particularly where email is concerned. I do my best to answer emails in a timely fashion but I do not live on my email nor do I have my email forwarded to my phone. Please allow enough time in regards to your question/need for me to have time to give you the assistance you need while maintaining work-life balance.

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. The Professor of this course will not offer any accommodations which are not specifically dictated by the ODS.

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:
<https://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:**Assignment Details:**

For the Professional Photo, students should upload a business-like photograph (similar to the one the Professor uses) to their Blackboard profile page AND to their UCA email account page). This picture should not be a "selfie" nor should it be some type of photo with other people cropped out. Students should be dressed appropriately (button-up shirts, jackets, dresses, etc....no hats!) but this need not be a photo taken at a studio. An easy solution is stand in front of a blank wall and have your friend take a picture on your phone. PLEASE NO SENIOR PICTURES...high school is over!

For all presentations, students will be asked to dress in a manner consistent with a business setting. While there is latitude in what this means, it specifically means no jeans, shorts, sweat pants, pajamas, t-shirts, miniskirts, tube tops, open-toe shoes, and hats. This dress code is also required for admission to the UCA Career Fair.

For the Case Study Presentation, students will be asked to deliver a brief presentation in front of their fellow classmates which answers the questions of the case study.

For the Career Fair, students are required to plan accordingly on Wednesday, March 6, 2019, to attend the career fair held on the UCA campus. Thirty to sixty minutes should be allotted.

For the Resume Activity, students will be asked to follow the offered resume guidelines and bring a printed resume to class.

For all group projects, students should be prepared to compromise with their teammates and realize that they may need to alter their schedule to accommodate the group. Dependent on their topic selection, students may also need to leave campus to complete their activity.

For the Reflection Speech, students will be asked to deliver a speech to their classmates in a solo manner.

Accreditation & Assurance of Learning:**Learning Goal(s) Assessed in this Class:**

There is no formal assessment activity scheduled in this class.

There is formal assessment activity scheduled in this class.

Learning Goal 4: Our graduates shall possess effective communications abilities.

Learning Objective 4b: Students will be able to deliver professional quality oral presentations.

Measure: Give an oral presentation on a business topic.

Benchmark: Students shall attain a score of at least 75% (52.5 of the 70 available points) on the rubric.

Note: The assessment of this course is not the responsibility of the Professor nor did he have any input in the assessment requirements. He has selected the group oral report as the assignment which will be used for the assessment purposes. Students grades are not affected by the University assessment process and the Professor uses grading methodology independent of the rubric developed by the University.

<u>Course Schedule</u> <u>Spring 2019</u>			All Assignments are due at 9:00am on their respective date
Mandatory attendance days are in bold			
Date	Topic	In Class	Assignment Due
Thurs, Jan. 10	Welcome	Introductions Syllabus	
Tues, Jan. 15	Activity		
Thurs, Jan. 17	Basics of Communication Review	Chapters 1 & 2	Chapters 1 & 2 Homework
Tues, Jan. 22			Professional Photo
Thurs, Jan. 24			Chapters 1 & 2 Quiz
Tues, Jan. 29	Working in Groups Review	Chapters 7 & 8	Chapters 7 & 8 Homework
Thurs, Jan. 31	Team development day		Upload picture of team meeting
Tues, Feb. 5			Chapter 7 & 8 Quiz
Thurs, Feb. 7			

Tues, Feb. 12	Making Presentations Review	Chapters 9, 10, 11, & 12	Chapters 9, 10, 11, & 12 Homework
Thurs, Feb. 14	Resume activity		Resume uploaded to Blackboard AND one copy brought to class
Tues, Feb. 19			Chapters 9, 10, 11, & 12 Quiz
Thurs, Feb. 21			
Tues, Feb. 26	Personal Skills Review	Chapters 3, 4, & 5	Chapters 3, 4, & 5 Homework
Thurs, Feb. 28	Case Study Preparation Day		Topic Proposals
Tues, March 5			Chapters 3, 4, & 5 Quiz
Thurs, March 7			
WEDNESDAY MARCH 6	<i>Career Fair</i>		MANDATORY ATTENDANCE OF THE CAREER FAIR Career Fair "Ticket" must be uploaded to Blackboard by 9:00am March 7th.
Tues, March 12	Case Study Presentations	Teams Green, Blue, and Red	Visual uploaded to Blackboard AND one copy brought to class
Thurs, March 14	Case Study Presentations	Teams Orange and Purple	
Tues, March 19	<i>Spring Break</i>	<i>No Class</i>	
Thurs, March 21	<i>Spring Break</i>	<i>No Class</i>	
Tues, March 26	***		
Thurs, March 28	Presentation Preparation Day		Executive Summaries
Tues, April 2			
Thurs, April 4			
Tues, April 9	Group Presentations	Teams Red, Purple, and Orange	Visual uploaded to Blackboard AND one copy brought to class
Thurs, April 11	Group Presentations	Teams Blue and Green	
Tues, April 16			

Thurs, April 18			
Tues, April. 23	Reflection Speeches		Topical outline uploaded to Blackboard and one copy brought to class
Thurs, April. 25	Reflection Speeches		
Thurs May 2	FINAL EXAM ACTIVITY		Due by 9:00am on May 2.

***In the event that winter weather causes class cancelations, March 26th will be used as the “Make-up” day. Students should keep this day reserved on their calendar; however, hopefully it will not be needed!

Important notice: Days on which nothing is listed under “In Class” means that day is considered part of our hybrid course design. These are not “free days”; rather, these are days meant for students to work at their own pace AS WELL AS to work with their team on their group projects.

Disclaimer: Over the course of the semester, this schedule, including corresponding assignments, may need to be altered. Please be responsive to any necessary changes and keep the scope of this course in perspective...no one ever suffered harm by Business Communications!