

Professor: Chris Hubbard, M.S.

Email: Christopher.Hubbard@unt.edu

Office Hours: Tuesday and Thursday, 1:30 pm- 3:30 pm via Zoom or in-person (by appointment)
**Please email your instructor for the Zoom link.*

COURSE OVERVIEW: The course provides students with the knowledge and skills necessary for effective oral and written communication in domestic and international professional settings. Students will learn to communicate professionally by mastering how to write effective documents, deliver structured presentations, increase intercultural competencies, and develop employment communication skills.

COURSE STRUCTURE: The course takes place **100 percent online via Canvas**. It includes eleven (11) modules that last between one and three weeks. Although the structure of the course provides flexibility for students, the course is **not self-paced**.

REQUIRED COURSE MATERIALS:

- Shwom, B. and Snyder, L. G. (2019). *Business communication: Polishing your professional presence* (4th ed.). New York, NY: Pearson.
 - Please try to have your textbook purchased within the first week of classes; If you are having issues purchasing or receiving your textbook, please let the instructor know. Individual instructors may require additional reading or digital materials.

SUCCESS IN AN ONLINE COURSE: While the online classroom shares many similarities with the face-to-face classroom, success in online education requires specific skills and expectations that any dedicated student can learn. Check [How to Succeed as an Online Student](#) for tips and resources for successful online learning.

TEACHING METHODS: I will use Canvas modules, readings, videos, PowerPoint presentations, discussions, peer reviews, and/or practical exercises to reach the course objectives. I will emphasize experiential applications of knowledge by assigning low stakes writing and speaking exercises. Students will be responsible for not only understanding but also demonstrating effective oral and written communication skills. Active participation will be essential.

USE CANVAS: You are responsible for checking Canvas for class announcements, assignments, and postings. Please contact the university [IT help desk](#) immediately if you encounter a technical difficulty and be sure to ask for a ticket number. After you email me the ticket number and an official report of the incident, I will determine whether you can submit an assignment at a later date based on the report and university policies.

COMMUNICATING WITH MR. HUBBARD: Please use my UNT email when you want to send me an email and start your subject line with **BUSI 3660**. I will try to respond to email inquiries received Monday-Friday within 24 hours. If you do not hear from me after 24 hours, please send a follow up email.

COURSE OBJECTIVES

By the end of this course, students will be able to:

Professional Communication:

1. Demonstrate the ability to select the most effective channels for written and oral communication.
 - Explain the purposes, functions, and characteristics of digital and non-digital channels for written and oral communication.
 - Select the right channel for the right audience and purpose.
2. Demonstrate the ability to produce professional written documents.
 - Apply knowledge of the writing principles to the creation and revision of effective written documents used in a professional setting.
 - Apply knowledge of the writing principles to the creation and revision of effective written documents used in a professional setting.
 - Evaluate the clarity, conciseness, and correctness of written documents used in a professional setting.
3. Demonstrate the ability to deliver professional oral presentations.
 - Apply the knowledge of the writing process to the creation and revision of oral presentations occurring in a professional setting.
 - Apply knowledge of the writing principles to the creation and revision of oral presentations occurring in a professional setting.
 - Demonstrate verbal and non-verbal communication skills while delivering professional presentations.
 - Design professional visuals for presentations.
 - Evaluate the clarity, conciseness, and correctness of the content and of the delivery of professional presentations.
 - Adapt business presentations to synchronous and asynchronous online presentations.
 - Collaborate with team members on virtual platforms.

Intercultural Communication:

4. Examine how to communicate cross-culturally.
 - Discuss how cultural dimensions and perceptual biases affect written and oral intercultural communication.
 - Describe intercultural verbal and non-verbal business etiquette and customs in key international markets.
 - Determine techniques for improving verbal and non-verbal communication across cultures.
 - Formulate written and oral messages for global audiences.

Employment Communication:

5. Develop a job application package.
 - Apply knowledge of the writing process to the written and oral aspects of the job application package.
 - Apply knowledge of the writing principles to the written and oral aspects of the job application package.

- Analyze the needs of the potential employers and the interests and qualifications of the potential employees.
- Produce effective written documents for the job application process.
- Demonstrate interview skills with potential employers.
- Manage online reputation.

GRADING & LATE WORK POLICY

This course is three (3) credit hours. Points will be assigned for all assignments, discussion boards, practical exercises, and the final exam. Final letter grades will be determined on a standard average scale where:

A = 540- 600 points

B = 480- 539 points

C = 420- 479 points

D = 360- 419 points

F = 0- 359 points

All assignments and quizzes will be submitted in Canvas for grading unless students are instructed otherwise. Failure to meet the weekly deadlines will result in a zero for that assignment, discussion board, quiz and/or exam. A minimum average of 70% is required to pass the course.

Unless otherwise noted, **all assignments, discussions, and quizzes/exams are due on Canvas by 11:59pm on Sunday of each week.** All due dates for assignments will be listed in each Canvas module and each module will open one at a time throughout the course of this semester to keep everyone on track for success and ensure that all assignments are completed in a timely manner. All times stated in this course will conform to US Central Standard Time (CST).

LATE WORK POLICY: Please make sure to follow the dates listed on Canvas to know when to turn in your assignments. **No late work will be accepted** unless you have prior approval (with supporting documentation, if applicable) from the instructor.

GRADE DISPUTES: If you would like to dispute a grade for an assignment you submitted via Canvas **ON TIME**, you may do so within 24 hours but no more than seven days after your grade is officially posted. All grade disputes should be submitted via email explaining why you disagree and include any necessary supporting documentation. Your instructor will follow up with you to schedule a time to meet and discuss your grade dispute further.

If you have a special circumstance or are an ODA student, you must provide the instructor with your paperwork and you should discuss any challenges with the instructor **prior to an assignment due date.** It is your responsibility to turn in your work on time. Computer-related or internet-related excuses will not be accepted for missing an assignment's submission. In

addition, it is highly recommended that you start coursework assigned for a module early to avoid issues completing your assignments and help reduce your stress.

As a reminder, **nothing sent by email is accepted for credit**. Everything must be submitted on Canvas by the deadline for grading unless your instructor states otherwise.

Your performance on written and oral assignments, exercises, discussions, and the final exam will determine your grade in this course. I will calculate your grade by adding the points you earned. I will not use percentages. The point distribution will be as follows:

Assignment:		Points Possible:
Employment Communication	Assignment 01: Resume	50 points
	Assignment 02: Interview	50 points
Professional Communication	Assignment 03: New Product/Service Meeting	50 points
	Assignment 04: Negative-News Letter	50 points
Intercultural Communication	Assignment 05: Int'l Bus. Virtual Presentation	50 points
	Assignment 06: International Business Email	50 points
Exercises	10 Practical Exercises; 10 points Each	100 points
	5 Discussion Contributions; 20 Points Each	100 points
Final Exam		100 points
Total Points Possible		600 Points

The course components described below will make up your total grade. More information about the assignments and grading rubrics will be available on Canvas.

Assignment 1: Resume - You will find an internship posting and use it to craft a customized resume. You can find internship postings for business students in Handshake and LinkedIn.

Assignment 2: Interview - You will participate in a virtual mock-interview on biginterview.com.

Assignment 3: New Product/Service Meeting - Your assignment is to host a meeting via Zoom in which you demonstrate the use, impact, and cost-savings benefit of this product or service. You will deliver your presentation to three people, two classmates and your professor, who will act as company executives.

Assignment 4: Negative-news Letter - You will first read a short case. Then you will write a letter refusing a request. You will submit your assignment to Turnitin to check for plagiarism.

Assignment 5: International Business Virtual Presentation - You will research the best business practices of a country and deliver a virtual presentation explaining how executives in your company should conduct business meetings in that country.

Assignment 6: International Business Email - This assignment is paired with Assignment 5. You will research the communication preferences of business professionals in a country and

draft an email to the executives in your company describing your findings. You will submit your assignment to Turnitin to check for plagiarism.

Online Discussion Contributions: There are a total of five (5) discussion boards scheduled in our course for the semester. Students are expected to contribute to each assigned discussion with **thoughtful and fully developed original posts and replies** to other classmates. Short replies such as “I agree” or ones that violate university guidelines for appropriate student conduct and proper “netiquette” (ex. refraining from inappropriate language, derogatory or personal attacks) will result in points being deducted from your grade.

Practical Exercises: These exercises will help you improve your writing competency. They will also help you prepare for the major assignments. Each graded practical exercise will be worth 10 points. You have two total attempts at each exercise. You will be unable to obtain a good grade if you don’t study the module learning materials and the relevant textbook chapters.

Final Exam: You will be required to complete one comprehensive final exam over the module content and assigned chapter readings. You will be required to use Respondus Lockdown Browser. Please note that you **cannot** use Respondus Lockdown Browser with Chromebooks.

Extra Credit: You will have the following opportunities to earn extra credit:

- **Syllabus Quiz:** You will receive ten (10) bonus points if you complete this quiz by the specified due date in Canvas.
- **Tips for Writing Emails:** You will receive five (5) bonus points if you complete this LinkedIn Learning course and submit the course certificate as proof of completion.
- **Delivery Tips for Speaking in Public:** You will receive five (5) bonus points if you complete this LinkedIn Learning Course and submit the course certificate as proof of completion.
- **SPOT Evaluations:** Everyone will earn five (5) bonus points if the class achieves a 75 percent completion rate on the SPOT evaluations. For the evaluation, constructive feedback is **HIGHLY** encouraged – the good, challenges, and suggestions for improving the course.

COURSE SCHEDULE & IMPORTANT DATES

Date	Modules, Topics, and Readings	Assignments
Aug 21	Module 01: Course Introduction	Discussion 01 Due Aug 27 Extra Credit: Syllabus Quiz due Aug. 27
Aug 28	Module 02: Personal Branding & Resumes Chapter 12 pp. 468-495	Exercise 01 due Sept. 3 Exercise 02 due Sept. 3 Assignment 01: Resume due Sept. 10
Sept. 4	Labor Day – UNT Closed	
Sept. 11	Module 03: Job Interviews & Post-Interview Messages Chapter 12 pp. 495-510 Chapter 02 pp. 36-43	Discussion 02 due Sept. 17 Assignment 02: Mock Interview due Sept. 24
Sept. 18	Module 04: Business Presentations Chapter 10 pp. 386-392 Chapter 11	Discussion 03 due Sept. 24 Assignment 03: New Product/Service Meeting due Oct. 1
Oct. 2	Module 05: Business Writing Skills Appendix C	Exercise 03 due Oct. 8 Exercise 04 due Oct. 8 Exercise 05 due Oct. 8
Oct. 9	Module 06: Professional, Clear, and Concise Business Messages Chapter 03	Exercise 06 due Oct. 15
Oct. 16	Module 07: Routine Messages Chapter 04	Discussion 04 due Oct. 29 Exercise 07 due Oct. 29
Oct. 30	Module 08: Negative News Messages Chapter 06	Exercise 08 due Nov. 5 Assignment 04: Negative-News Letter due Nov. 12
Nov. 10	Last Day to Drop a Course	
Nov. 13	Module 09: Persuasive Messages Chapter 05	Exercise 09 due Nov. 19
Nov. 20-26	Thanksgiving Break – No Class	No assignments due this week
Nov. 27	Module 10: Intercultural Communication Chapter 02 pp. 52-56	Exercise 10 due Dec. 3 Assignment 05: International Business Virtual Presentation due Dec. 10 Assignment 06: International Business Email due Dec. 10
Dec. 4	Module 11: Course Recap & Review	Discussion 05 due Dec. 10 Final Exam due Dec. 15

THE FINE PRINT

COURSE CONDUCT

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for

student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at <http://deanofstudents.unt.edu> (Links to an external site.).

ACADEMIC INTEGRITY

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to:

- *Cheating* —using or attempting to use unauthorized materials, information, or study aids in any academic exercise. The term academic exercise includes all forms of work submitted for credit or hours. You will receive a grade of 0 for any assignment that involves cheating.
- *Plagiarism* — the deliberate adoption or reproduction of ideas, words, or statements of another person as one's own without acknowledgement. You will receive a grade of 0 for any assignment that involves plagiarism.
- *Forgery* — altering a score, grade, or official academic university record or forging the signature of an instructor or other student. You will receive a final grade of F in the course for any act of forgery.
- *Fabrication* — intentional and unauthorized falsification or invention of any information or citation in an academic exercise. You will receive a grade of 0 for any assignment that involves fabrication.
- *Facilitating academic dishonesty* — intentionally or knowingly helping or attempting to help another to violate a provision of the institutional code of academic integrity. You will receive a grade of 0 for any assignment that involves facilitating academic dishonesty.
- *Sabotage* — acting to prevent others from completing their work or willfully disrupting the academic work of others. You will receive a final grade of F in the course for any act of sabotage.

A finding of academic dishonesty may result in a range of academic penalties or sanctions from admonition (a warning) to expulsion from the University.

Some of the most common examples of academic integrity violations include plagiarism or cheating, such as unauthorized assistance on examinations, homework, research papers or case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course instructor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable in some way for known academic integrity violations in a group assignment.

Another example of academic dishonesty relates to improper attribution. When preparing your assignments, you must cite all outside sources in the manner requested by your instructor. Copying or using material from any source prepared by or previously submitted by others, at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large scale “cutting and pasting” from other sources, even if properly footnoted, is not appropriate. You should synthesize this material in your own words and provide a footnote.

Your instructor will specify what materials, if any, may be used on the tests and exams. Using materials other than those permitted, talking with other individuals during the exam, individuals

exchanging information about an exam when one has taken the exam and the other has not, or copying or using material from another individual's exam is academic dishonesty and will result in a meeting to discuss academic integrity violations and potentially issue sanctions mentioned above, and may result in ineligibility for academic scholarships. The use of online assistance, such as sites commonly used for finding homework solutions, group chat, cell phones, smart watches, and similar tools during exams is not allowed for any reason unless specifically permitted. No portion of an exam may be copied or photographed without permission.

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. A student is responsible for responding to a request to discuss suspected academic dishonesty when issued by an instructor or other University official. If a student fails to respond after a proper attempt at notification has been made, the University may take appropriate academic actions in the absence of the student's participation.

ChatGPT AND OTHER AI ASSISTANCE

Students may not use ChatGPT or other AI software to complete their work. Students may use this kind of technology for brainstorming or early drafting, but nothing else. Canvas will scan each written assignment for an AI likability score. If a student is discovered to have used AI to generate their entire (or nearly entire) work, that student will receive a zero on the assignment.

USE OF TECHNOLOGY

Regarding in-person sections of this course: Technology should not be used unless we are working on a tech-driven project together or if the instructor grants permission. In a professional setting texting, monitoring your phone, web surfing, listening to music, etc. is distracting and rude. Please put away your devices unless otherwise directed.

GETTING HELP

The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

UNT Help Desk: <http://www.unt.edu/helpdesk/index.htm>

Email: helpdesk@unt.edu

Phone: 940-565-2324 In Person: Sage Hall, Room 130 Walk-In Availability: 8am-9pm
Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm
- Laptop Checkout: 8am-7pm
- For additional support, visit Canvas Technical Help.

Student Support Services

UNT provides mental health resources to students to help ensure they have numerous outlets to turn to regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support students' academic success and mental well-being:

- Student Health and Wellness Center (<https://studentaffairs.unt.edu/student-health-and-wellness-center>)
- Counseling and Testing Services (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- UNT Care Team (<https://studentaffairs.unt.edu/care>)
- UNT Psychiatric Services (<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)
- Individual Counseling (<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

Other student support services offered by UNT include the following:

- Registrar (<https://registrar.unt.edu/registration>)
- Financial Aid (<https://financialaid.unt.edu/>)
- Student Legal Services (<https://studentaffairs.unt.edu/student-legal-services>)
- Career Center (<https://studentaffairs.unt.edu/career-center>)
- Multicultural Center (<https://edo.unt.edu/multicultural-center>)
- Counseling and Testing Services (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- Pride Alliance (<https://edo.unt.edu/pridealliance>)
- UNT Food Pantry (<https://deanofstudents.unt.edu/resources/food-pantry>)

UNT offers the following academic support services:

- Academic Resource Center (<https://clear.unt.edu/canvas/student-resources>)
- Academic Success Center (<https://success.unt.edu/asc>)

DISABILITY ACCOMMODATION STATEMENT

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodation at any time; however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at <http://disability.unt.edu> ([Links to an external site.](#)). You may also contact them by phone at (940) 565-4323.

EAGLE CONNECT

Your access point for business and academic services at UNT occurs at <http://www.my.unt.edu> ([Links to an external site.](#)). All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: <http://eagleconnect.unt.edu/> ([Links to an external site.](#))

STUDENT EVALUATION AND TEACHING

Student feedback is important and an essential part of participation in this course. The Student Evaluation of Teaching (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

RETENTION OF STUDENT RECORDS

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university's policy in accordance with those mandates at the following link: <http://essc.unt.edu/registrar/ferpa.html> (Links to an external site.)

EMERGENCY NOTIFICATIONS AND PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at <http://www.my.unt.edu>. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

EMERGENCY EVACUATION PROCEDURES FOR BUSINESS LEADERSHIP BUILDING

Severe Weather In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.

Bomb Threat/Fire In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one or more members of your department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](#). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G). The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

- Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following: Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office at 940-565-2195 or by [email](#) to get clarification before the one-week deadline.

STUDENT VERIFICATION

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses. See [UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses](#) for more information.

SUCCEED AT UNT

UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grow. And, as a faculty member, I am committed to helping you be successful as a student. Here is how to succeed at UNT: Show up. Find Support. Get advised.

Be prepared. Get involved. Stay focused. To learn more about campus resources and information on how you can achieve success, go <http://success.unt.edu/>.

Make An Effort: Successful students spend between 8-10 hours per week studying for this course. If you do not have that amount of time to dedicate to our course, I suggest you drop the course and take it another semester. If you do not believe you will be able to adapt to the course delivery, future semesters will offer this course in alternative methods such as 16-week face-to-face courses and hybrid modes.

Seek Feedback: I am here to help you! Please connect with me during office hours or make an appointment via Zoom if you are confused about the class material or an assignment. Students who make it a point to see me during office hours do better than they would have if they had neglected to do so.

NOTE: The information on this syllabus is subject to change at the discretion of the instructor.