Syllabus: MGMT 3660
Contemporary Business Writing and Presentation Skills

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| Instructor | Email | Office Location & Hours |
| Dr. Mara Singer | Mara.Singer@UNT.edu**Zoom**https://unt.zoom.us/my/marasinger | Tuesdays, 12:30-2 pm in BLB 305Wednesday, 9-10 am via Zoom Thursdays, 9-9:30 am in BLB 305 |
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 Fall 2025

# General Information

This is a hybrid course which consists of 50% in-person class time. **Attendance is mandatory during in-person sessions.** Failure to follow the attendance policy could result in the removal from class.

## Course Description

BUSI 3660 is designed to provide 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 messages/documents, deliver structured presentations, increase intercultural competencies, and develop effective employment communication skills.

The course is carefully designed to help you secure your dream job upon graduation. To achieve this goal, we will focus on the practical aspect of business communication during the entire semester. In other words, you will learn business communication skills that you can directly apply to your professional and personal life.

Course materials and instruction will be presented over 16 weeks which encompasses the Spring 2025 semester. You will learn the course content through in-person lectures, course modules in Canvas, textbook reading assignments, and writing or speaking activities. You should expect to spend about five hours per week outside of class reviewing materials, working on Canvas assignments, and studying for quizzes.

You will complete most assignments online via Canvas and may need to bring a laptop to class to complete several in-class assignments. You can borrow a laptop from the UNT library if you don’t have one or don’t want to bring one to campus.

Plan to do the following this semester:

* Attend, listen, and participate in class.
* Study or review class materials **before** class.
* Complete writing exercises, take quizzes, and submit assignments most weeks.
* Check Canvas for class announcements, assignments, and postings several times a week.

## Expectations and Goals

***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.
1. Demonstrate the ability to produce professional written documents.
* Apply knowledge of the writing process to the creation and revision of effective written documents used in professional settings.
* Apply knowledge of the writing principles to the creation and revision of effective written documents used in professional settings.
* Evaluate the clarity, conciseness, and correctness of written documents used in professional settings.
1. Demonstrate the ability to deliver professional oral presentations.
* Apply 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 nonverbal communication skills while delivering professional presentations.
* Design professional-quality visuals for presentations.
* Evaluate the clarity, conciseness, and correctness of the content and the delivery of professional presentations.

***Intercultural Communication***

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

***Employment Communication***

1. Develop job application skills.
* Apply knowledge of the writing process to the written and oral aspects of the job application process.
* Apply knowledge of writing principles to the written and oral aspects of the job application process.
* Analyze the needs of potential employers and the interests and qualifications of potential employees.
* Produce effective written documents for the job search process.
* Demonstrate suggested interview skills.
* Manage your online reputation.

# Course Materials

## Textbook

*Business Communication for Success: GVSU Edition*By Mark Schaub, Jennifer Eckert, Anessa Fehsenfeld, Rhonda R. Hoffman, Adam Krusniak, Tami McCoy, Rachel Jean Norman, and Julian Toscano<https://pressbooks.gvsu.edu/businesscommunication/>

*Introduction to Professional Communication*By Melissa Ashman

<https://pressbooks.bccampus.ca/professionalcomms/>

*Technical and Professional Writing Genres: A Study in Theory and Practice*By Michael Beilfus, Staci Bettes and Katrina Peterson

<https://open.library.okstate.edu/technicalandprofessionalwriting/>

*Effective Professional Communication: A Rhetorical Approach*By Rebekah Bennetch, Corey Owen, and Zachary Keesey

<https://www.saskoer.ca/rcm200/>

## Suggested Readings

*Talk Like Ted: The 9 public speaking secrets of the world’s top minds,* 2022, by Carmine Gallo ([Amazon](https://www.amazon.com/gp/product/1250061539/ref%3Dppx_yo_dt_b_asin_title_o00_s00?ie=UTF8&psc=1))

The Etiquette Advantage in Business, Third Edition: Personal Skills for Professional Success (2014) by Peter Post, Anna Post, Lizzie Post, and Danile Post Senning ([Amazon](https://www.amazon.com/Etiquette-Advantage-Business-Third-Professional/dp/006227046X/ref%3Dsr_1_3?crid=2SKVJ3F7X6TZX&dib=eyJ2IjoiMSJ9.bmpuvwFLOQ2bu9T1_njH_zKV1NvnjxRwIXq2s5ou-LCIvP6jFlWfJeB0UPEDhR17KRh2xQqe1P0_EjaxSiFec2Jt-8ScwrF0Lk5ueAMSTN-PVIQ73mV7iS7JIPxrzgSgAbfJenumYv32JTyVm0FrMxeL1bn-LVPRlP1zdP0BHeFFyX0xLUEuuuT4BWrjygVkk8obc2z_6CILebzOlaMBBAkIhJPkz0kVoTs6nptsXy4.ogU3P3yN3yRydncYZqz7JoBAVM5soprwDijUj0OIdco&dib_tag=se&keywords=emily+post+business+etiquette&qid=1754756932&sprefix=Emily+post+bus%2Caps%2C136&sr=8-3))

**Additional Information and Resources**

[**https://emilypost.com/advice/downloadable-business-etiquette-resources**](https://emilypost.com/advice/downloadable-business-etiquette-resources)

Additional readings will be posted in Canvas under the modules.

**Teaching Methods**

Class will consist of lectures, PowerPoint presentations, discussions, videos, handouts, guest speakers, peer reviews, and practical exercises to reach the course objectives. Experiential applications of knowledge will be emphasized by devoting a minimum of 25 percent of class time in the semester to speaking and writing workshops. Students will be responsible for not only understanding, but also demonstrating effective oral and written communication skills. Active participation will be essential.

**Class Attendance**

Punctuality is critical—arriving late disrupts others and reflects poorly in professional environments. Attendance is taken at the start of each class. Do not sign the attendance roster for other students; doing so is considered academic dishonesty.

**Consequences for Disruptive Behavior or Tardiness:**

* Three late arrivals (over 10 minutes) or two instances of disruptive behavior equal one absence.
* Disruptive behavior includes: leaving class early, stepping out mid-session, or working on non-class material.

**Missed Class Activities:**
Missed in-class activities cannot be made up. If you miss your scheduled presentation, 50% or more will be deducted from the assignment grade. You must attend all group presentations. Missing a class day during group presentations (even if not presenting) will result in a 20-point loss.

**Bonus Opportunity:**
If you have no more than one absence (excluding excused absences), you will earn 10 bonus points at the end of the semester.

**Unexcused Absences Policy: If a student accumulates more than three unexcused absences, he or she should drop the course immediately!** Otherwise, at the end of the term he or she will be assigned an “F” in the course which is a standard attendance policy across all sections of BUSI 3660.

(The last day for a student to drop a course with a grade of W is Friday, April 11).

**Absence Types:**

**Authorized University Absences**

These will be counted as excused absences. Reasons for such absences include:

* Religious holy day, including travel for that purpose
* Active military service, including travel for that purpose
* Participation in an official university function
* Illness or any other extenuating circumstance
* Pregnancy and parenting under Title IX
* When the University is officially closed

**Non-Authorized University Absences**

In the case of these absences, each reason for an absence will be considered separately based on the circumstances. Thus, based on the circumstances surrounding a non-authorized university absence it may or may not be counted as an excused absence. Accordingly, I will make the decision since no legal requirements exist for such absences.

**Additional information regarding class attendance is available at:** <https://deanofstudents.unt.edu/resources/temporary-illness>.

**Requesting An Excused Absence**

The policy further states that “A student is responsible for requesting an excused absence in writing (via email at Dr. Singer’s email address which is presented at the top of the first page of this syllabus) and providing satisfactory evidence/documentation.”

**Your Alternatives If You Miss Class**

* If you miss taking *Class Notes*, get them from a fellow student.
* If you do not participate in an *Application Exercise*, there are no make-ups.

**Entering the Classroom Late or Leaving the Classroom During Class**

Doing so is typically distracting to fellow students and your instructor. Please keep such instances to a minimum! If you must do so, please be quiet about it, do not have your smartphone in hand, and open & close the door quietly. **If you enter the classroom late or leave the classroom during class and/or return to the classroom, please walk down the row of your seat as opposed to simply walking across the front of the room.**

**Be an active learner.**

You will retain more information and perform better in the course if you learn

actively rather than passively. The Cone of Experience illustrates the differences between active and passive learning. The top half of the triangle represents passive learning, which includes reading, hearing words, and watching videos. The bottom half of the triangle illustrates active learning, which includes conducting a presentation, simulating a real experience, and participating in hands-on workshops. Note that learners remember “10 percent of what they read” but “70 percent of what they say and write” and “90 percent of what they do.” In other words, you will be more successful in the course if you read, take notes, participate, and complete all assignments.

Source: https://www.researchgate.net/figure/Edgar-Dales-Cone-of-Experience-shows-that-after-two-weeks-we-mainly-remember-information\_fig1\_336935595

## Seek FeedbackOffice hours offer you the opportunity to ask for clarification or find support with understanding the class materials. Come visit me! I am here to help you and always welcome students’ questions. I hold in-person and virtual office hours. Students who visit me during office hours typically do better than they would have if they had neglected to seek help. If you are unable to connect during office hours, complete the meeting request form and email two times / days you may be available for an appointment. Remember to be proactive in your learning and seek clarification.

## Use my UNT email address when you want to contact me. Students should only email me from their UNT student email address. I will try to respond to email inquiries received Mondays through Fridays within 24 hours. You should not expect an answer on weekends or after 5 pm on weekdays. Include your class section in all correspondence. You may also contact me via the Canvas Inbox. Students should not expect to contact me via the comments section on a Canvas assignment page. I will leave feedback about the assignment in this section. However, this should not be used if students are looking for a response to their questions.

**Check Announcements in Canvas**

Plan to check announcements in Canvas before you come to class or before a major assignment is due. I will regularly use this section in Canvas to share updates, resources to complete assignments, and assignment feedback with the class.

**Meet all deadlines**

You should plan to turn in each assignment before the due date. However, I understand that things happen. You will have a grace period of 24 hours after the due date to submit assignments, quizzes, and exercises with a 50 percent deduction in points. Be mindful of the fact that Canvas is a digital system. **Assignments submitted at 11:59 are LATE. Canvas is set up so that late assignments will not be accepted.** Students should not email me stating there is a glitch in the Canvas system when submitting assignments at 11:59 pm and receiving a notice the assignment has been flagged as late. **Any grace period does not apply to the Final - Assignment 5 and 6.**

You will be able to make up assignments or quizzes **only** if you have a UNT-approved excused absence that is due to **extenuating circumstances**. “I had a technical problem,” “my Internet was down,” “my niece was sick,” “my dog was sick,” “I didn’t feel well,” “I could not find a parking place” etc., **are not** UNT-approved excuses or extenuating circumstances. If you submit an assignment after the grace period without proper documentation, you will receive a grade of zero. Refer to [UNT’s Policy 06-039 (revised in February 2019](https://policy.unt.edu/sites/default/files/06.039_StudAttnandAuthAbsence.Pub2_.19.pdf)) for information about excused absences. Ultimately, the decision falls upon the professor.

**All assignments must be submitted via Canvas. Emailed assignments will not be accepted unless otherwise approved by Dr. Singer or our TA.**

## Check Your Grades Every Week

## You have seven days to inquire about your grade on an assignment, exercise, quiz, or final after I post it on Canvas. Please wait 24 hours before contacting me to dispute a grade. *During that time, you should review the assignment details, the grading rubric, the feedback you have received, and reflect on the quality of the work you turned in*. If you would still like to meet, send me an email to set up a meeting in person or on Zoom since I am not permitted to discuss grades over email. In your email, explain why I should reconsider your grade and submit any supporting documentation. You should come to our scheduled meeting with specific examples that demonstrate that you earned a higher grade than you received. If you miss your scheduled meeting, you forfeit your right to a grade dispute. If you contact me to schedule a meeting after seven days of receiving your grade, you also forfeit your right to a grade dispute.

## Put Your Phone and Electronic Devices Away

## To make the most of our class meetings, use your laptop, tablet, and phone to take notes and complete in-class activities only. You may not use electronic devices at any time during class if it does not relate to coursework (earbuds / earphones must be removed). Students using devices (including watches) not directly related to this course will receive a warning. Each offense after that will result in removal from class and loss of attendance points for that day. Taking these steps will help you concentrate on the class materials, remember business communication concepts more easily, and be an active learner. No electronic devices are permitted on days we are hosting guest speakers. We should show our guests the utmost respect and professionalism.

***Two exceptions to the above-described expectations pertain to emergency situations and ODA requests.***

* If you anticipate that you will receive an emergency text message or call during a class, tell Dr. Singer about this immediately before that class starts, if possible, and then if the text message or call does occur, quietly step out into the hallway and take care of the matter out there.
* If ODA requirements support your need to use an electronic device during class (e.g., to take notes), remind Dr. Singer of this at the start of the semester.

**Technology issues and assignment due dates**

If you encounter a technical difficulty, **take a screenshot of the error message**, contact the university IT help desk immediately, and ask for a ticket number. Then email me the ticket number, a screenshot of the error message, and an official report of the incident.

Manage your time well so that you can contact UNT Help Desk and send me an email with the required information **before** an assignment due date. The timeliness and clarity of the documentation you provide will help me determine whether or not you can submit an assignment at a later date. Note that you will be unable to make up any assignments if you contact me after the due date.

**UNT Help Desk:** Sage Hall 330 | (940) 565-2324 | <http://it.unt.edu/helpdesk>

**The instructor reserves the right to make changes to the syllabus and course schedule. Changes to the syllabus, course information, and due dates will be available in Canvas.**

**Assessing Your Work**

Written and oral assignments, graded exercises, quizzes, and the departmental final will allow you to earn your desired grade in this course. I will calculate your final grade by adding the points you earned during the semester.

**Assessing Your WorkL** Written and oral assignments, graded exercises, quizzes, and the departmental final will allow you to earn your desired grade in this course. I will calculate your final grade by adding the points you earned during the semester. **Remember, the grade you receive is the grade you EARNED!**

**Course Evaluation**

Your final grade for this course will be consist of the following evaluations:

* Written Assignments 50%
* Oral Assignments\* 30%
* Practical Exercises 15%
* Quizzes 2%
* Misc. Assignments 2%

\* Students must dress professionally for the major oral assignment (group project and presentation).

**These percentages will change as new practical exercises are added.**

The **minimum** number of graded assignments in each of the three communication areas will be as follows:

* **Professional Communication:** one written assignment and one oral assignment
* **Intercultural Communication:** one written assignment and one oral assignment
* **Business Communication:** one written assignment and one oral assignment

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| **Graded Components Points** |  | **Grading Scale** |
| **Business Communication**  | Cover Letter | 100 |  | A = 1030 - 927 |
| Mock Interview | 100 |  | B = 926 - 824 |
| **Professional Communication** | Group Business Pitch | 100 |  | C = 823 - 721 |
| Reflection Presentation | 75 |  | D = 720 - 618 |
| **Final Portfolio** | Full Sentence Outline | 50 |  | F = 617 - 0 |
| Proposal Presentation | 100 |  |  |
| Annotated Bibliography | 50 |  |  |
| First draft/ Peer Review | 50 |  |  |
| Final Business Report | 200 |  |  |
| **Application Exercises** |   | 160 |  |  |
| **Syllabus Quiz** |   | 20 |  |  |
| **Misc. Assignments** |   | 25 |  |  |
| **TOTAL:** |  | **1030** |  |  |

**Extra Credit** options are posted on Canvas.

Grades are based on mastery of content. **As a rule, I do not round grades, nor do I offer additional exercises at the end of the semester to improve grades.**

**Graded Activities**

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

**Major Assignments (descriptions & guidelines on Canvas)**

1. **Cover Letter** –You will find an internship/job posting and use it to craft a customized cover letter. You can find internship/job postings for business students in Handshake or LinkedIn.
2. **Mock Interview** – You will participate in a virtual mock job interview on biginterview.com.
3. **Proposal Presentation** –You will pitch your final report idea via a 4–6-minute video, stating your research question and plan for your final Business Report.
4. **Business Pitch (In-Person Group Presentation)** **–** You will identify existing tools or opportunities (apps, new bus routes, facility services, tuition expenses, etc.) to lower operation costs for your company. You will work in groups to give a 12–15-minute presentation in front of the entire class.
5. **Final: Business Communication Report** –The report will attempt to answer the research question you crafted earlier in the semester. Your report should be tailored for an audience of business leaders who would be interested in your findings (think readers of trade journals). Your report must include the same research question that was submitted and approved by Dr. Singer and our course TA and provide some kind of answer to said question (even if the answer, "it's unclear, but my research suggests XYZ").
6. **Reflection Blog/ Podcast** – Your final assignment is a personal reflection on your development and experiences throughout the semester

***All assignments, unless otherwise noted, will be submitted via Turnitin for plagiarism.***

**Turnaround Time:** You will receive feedback on written assignments and presentations within ten days.

**Application Exercises**

Application exercises will provide a means for you to actively reflect on select course topics in ways that will help you relate to and better understand them. Putting serious thought and effort into completing application exercises typically supports improved learning and exam performance. Most of the application exercises will be completed in two-member or three-member teams based on classroom configuration and student enrollment.

**General Description**

Application Exercises are designed to introduce and reinforce information presented in class lectures and class discussions. Examples include writing exercises, short cases, quiz-format exercises, and discussion questions.

***What is the total number of application exercises that will be administered this term?***

Several is the most definitive answer that can be given. I do not have a specific number in mind, and this is not because I am trying to be deceptive. Application exercises will be administered when and where they fit most naturally with the subject matter and the flow of class sessions. Thus, the final number of application exercises that will be administered this term is not known.

***Will application exercises be administered during each class session? How many?***

No. However, one or more will be administered during a number of class sessions.

***What if you miss an application exercise due to being absent from class on the date it was administered?***

There are no make-ups. If you are absent from class and your absence is counted as an excused absence, you will receive credit for any Application Exercise or Application Exercises administered during that class.

***What if you arrive to class after we have started an application exercise?***

You will not receive credit for that particular application exercise.

***What if you are observed using your smartphone or other electronic device while an application exercise is being administered, including during the related application exercise discussion that follows it?***

You will not receive credit for that application exercise.

***How will your earned points in the application exercises grade component be determined?***

There is no way of determining this figure until the end of the semester/term since the number of application exercises that will be administered is unknown. **During the semester/term** a plus sign (+) will be posted for each application exercise awarded credit and the digit 0 for each application exercise awarded no credit. (During the term if you check for these application exercises indicators on a smartphone, only zeros will appear! Instead, check on a laptop.) **At the end of the semester,** we will determine the percentage of application exercises you received credit for. Then, we will multiply that percentage times 100 which is the maximum number of points one can earn in the Application Exercises grade category. The result of this computation will be the number of points you earned in the Application Exercises grade category.

## Students with Accommodations

The College of Business complies with the *Americans with Disabilities Act* in making reasonable accommodations for qualified students with disabilities. University policy requires that students notify their instructors within the first week of classes that accommodations will be needed. If you have an established disability as defined in the *Americans with Disabilities Act* and would like to request accommodations, please contact Dr. Singer as soon as possible.

### **ADA Policy Statement**

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable 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 reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the [Office of Disability Access](https://studentaffairs.unt.edu/office-disability-access) website (<https://studentaffairs.unt.edu/office-disability-access>). You may also contact ODA by phone at (940) 565-4323

**G. Brint Ryan College of Business Statement of Academic Honesty**

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to both professional and legal standards. Academic dishonesty destroys trust, damages the reputation and value of degrees and is unacceptable.

According to UNT the University of North Texas (UNT) promotes the integrity of the learning process by establishing and enforcing academic standards. According to UNT Policy 06.003 Student Standards of Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to, cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or misconduct sanctions ranging from admonition to expulsion from UNT. Additional information is available at <https://policy.unt.edu/policy/06-003>.

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 knowing 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 you 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 tests and exams. Using materials other than those permitted, talking with other individuals during the exam, individuals exchanging information about an exam after 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 results 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 actions in the absence of the student’s participation.

**Acceptable Student Behavior**

Students should conduct themselves in a manner that demonstrates respect for the rights and property of others and upholds the integrity of the university community. Student behaviors that interfere with the instructor’s ability to conduct a class or the students’ ability/opportunity to learn are unacceptable. Students engaging in unacceptable behaviors may be directed to leave the classroom and may also be referred to the Dean of Students. UNT’s expectations for student conduct apply to all instructional forums, including onsite and online classrooms, labs, discussion groups, and field trips. The Code of Student Conduct is available at: <https://deanofstudents.unt.edu/conduct>.

**Artificial Intelligence (AI) Usage Rules** Intellectual honesty is vital to an academic community. Thus, all work submitted in this course must be your own, completed in accordance with the university’s academic regulations. **All content must be developed/written by you.  Otherwise, the assignment will be scored zero points.** (However, I suggest you use AI as a grammar checker, such as Perplexity or Grammarly, to check your spelling and grammar.)

**UNT Learning Center** (Sage Hall, Room 315, Learning.Center@unt.edu, 940-369-7006)

The UNT Learning Center offers assistance to help students succeed in their classes. The Learning Center offers free tutoring, workshops, and the following programs: *Supplemental Instruction* (group study sessions for many core courses), *Volunteer Tutors* (individualized tutoring in over 100 courses), *Connecting for Success* (individualized academic counseling and resource referrals), *SMARTHINKING.com* (24/7 online tutoring), *Learning Success Workshops* (covering an array of academic topics), *Academic Success Programs* (series for students on Academic Alert/Probation), *Study Skills Classes*, and *Speed Reading Classes*.

**Emergency Notification & Procedures - Eagle Alert**

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (e.g., severe or inclement weather, campus closing, health and public safety emergencies like chemical spills, fires, violence). Students are responsible for providing UNT with their phone numbers. The system can send voice messages and text messages. UNT also has a campus emergency Twitter account at @UNTEagleAlert and a “Mean Green Ready” mobile app. In the event of a university closure, students should refer to Blackboard for the contingency plans prepared by their instructors.

**Emergency Evacuation Procedures for the Business Leadership Building**

**Severe Weather:** In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place 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 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 Crumbly Hall in the grassy area west of parking lot 24.

**Retention of Student Records**

The Family Educational Rights and Privacy Act of 1974 (FERPA) protects the privacy of the students’ educational records. Individual instructors will maintain their students’ educational records, such as exams and assignments in a secure location for at least one calendar year after course completion. Students have the right to view their individual records.

**Student Perceptions of Teaching Effectiveness (SPOT)**

The SPOT survey provides instructors, COB’s administrators, and UNT’s administrators with a measure of teaching effectiveness for all organized classes at UNT. Additional information is available at <http://spot.unt.edu>.