

MGMT 3660, Sections 002, 004, 005, 007, and 501

Contemporary Business Writing & Presentation Skills

Semester: Fall 2026

This Canvas page is the official course syllabus. Use the weekly Modules and individual assignment pages for current instructions, rubrics, submission requirements, and deadlines.

Instructor	Teaching Assistant
Dr. Mara Singer	Karsyn Daniels
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Zoom: unt.zoom.us/my/marasinger	Zoom: unt.zoom.us/my/karsyndaniels
Office Hours	Contact Karsyn by email with course questions or to arrange a virtual meeting.
• Mondays, 10:00–11:00 a.m. in BLB 305 • By appointment via Zoom	

Course Purpose

MGMT 3660 develops the written, oral, interpersonal, team, and client-facing communication skills required in professional settings.

You will practice communicating clearly, understanding audiences and stakeholders, working effectively with others, managing professional relationships, presenting recommendations, responding to questions, and using artificial intelligence critically and responsibly.

Professional Competencies

Course activities and assignments develop seven professional competencies:

Emotional intelligence	Active and adaptive listening
Collaboration	Networking
Relationship-building	Adaptability
Ethical and responsible use of artificial intelligence	

How the Course Works

This course uses a flipped-classroom format. You will complete concise preparation before class so that class time can be used for application, workshops, simulations, feedback, presentations, and other active learning.

Before Class	During Class	After Class
Complete the preparation listed in the weekly module.	Participate in activities, workshops, simulations, presentations, and feedback.	Apply feedback, complete assignments, and prepare for the next class.

Use the **Modules** page as your primary guide for preparation, class activities, assignments, and deadlines.

Assignments and Points

Assignment Category	Available Points
Orientation - Syllabus Quiz	15
AI Critical Thinking Series (Advisory Board 30 + AI Client Response Simulation 20 + Presentation Rehearsal with AI Feedback 20)	70
Written Assignments	230
Oral Assignments	180
Draft Deck for Critique	15
Final Client Recommendation	200
Weekly Applied Practice	50
Final Client Follow-Up Email	30
Total Available	790

Ten Weekly Applied Practice activities are offered at five points each. All ten count toward your final grade — there is no drop rule. These points reward attending and engaging in class; missing a session means missing that session's points.

Major Assignments

- Workplace Message Package
- Professional Communication Development Briefing
- Internal Strategy Briefing
- Networking Experience and Personal Brand Audit
- Final Client Recommendation: Slide Deck and Virtual Presentation
- **Finals Week:** Final Client Follow-Up Email

Grading Scale

This course uses whole-letter grades. Plus and minus grades are not used.

Letter Grade	Final Percentage
A	90–100%
B	80–89.99%
C	70–79.99%
D	60–69.99%
F	Below 60%

Deadlines and Late Work

Unless an assignment states otherwise, work is due Tuesday at 11:59 p.m.

Assignments may still be submitted through Wednesday at 12:00 p.m. Work submitted during this late-submission window will receive a deduction equal to 10% of the assignment's total possible points.

After Wednesday at 12:00 p.m., the assignment will close unless an approved extension has been arranged. Some major assignments use different deadlines; always follow the date shown on the individual assignment page.

Example: A late submission for a 100-point assignment receives a 10-point deduction. A late submission for a 115-point assignment receives an 11.5-point deduction.

Attendance, Preparation, and Participation

Class time centers on workshops, simulations, presentations, team activities, and feedback. Regular attendance and preparation are therefore important.

Attendance may be recorded using an in-class sign-in sheet. Signing in for another student or asking another student to sign in for you is a violation of academic integrity.

Attendance policy: You may have up to three unexcused absences without an attendance-based grade penalty.

A fourth unexcused absence lowers your final course grade by one full letter grade.

More than four unexcused absences in the semester results in a grade of **F** for the course, regardless of your standing on individual assignments.

Weekly Applied Practice activities document engagement and help you apply course concepts. These activities are graded primarily on preparation and genuine participation rather than polish, and reward attendance directly — there is no drop rule, so missing a class session means missing that week's points in addition to counting toward the attendance policy above.

Artificial Intelligence

AI may be used when permitted to support brainstorming, critique, simulation, revision, rehearsal, and analysis.

You remain responsible for the accuracy, evidence, ethics, judgment, and final communication submitted in your name. AI-generated facts, sources, statistics, and claims must be verified.

Assignment-specific AI expectations appear in the individual assignment instructions.

Course standard: Use AI to strengthen your thinking, not to avoid thinking.

Communication and Course Support

- Check the weekly Module and assignment instructions before emailing with a question.
- Include the course number and a clear subject line in course-related email.
- Use professional and respectful language in email, discussions, peer feedback, presentations, and team communication.
- Contact the instructor or teaching assistant early when you need clarification or support.

Academic Integrity

Students are expected to submit work that accurately represents their own judgment, analysis, participation, and contributions.

Plagiarism, falsification, unauthorized collaboration, misrepresentation of attendance or participation, fabricated sources, and undisclosed or prohibited AI use may be addressed under University of North Texas academic-integrity procedures.

Access, Accommodations, and Student Support

Students who need disability-related accommodations should work through the appropriate UNT accessibility process and communicate approved accommodations to the instructor as early as possible.

Students experiencing academic, personal, financial, health, or technology-related challenges are encouraged to contact the instructor and use available UNT support services.

Official university policies concerning accessibility, academic integrity, nondiscrimination, Title IX, emergency procedures, and student support apply to this course.

Course Changes

Course activities, preparation materials, or deadlines may be adjusted when necessary to support learning or respond to university schedule changes. Material changes will be communicated through Canvas.

Course Summary

Canvas displays the current assignment schedule below. Refer to the individual assignment page for complete instructions, submission requirements, and deadlines.

Think critically. Communicate clearly. Build trust.