

# University of North Texas

## G. Brint Ryan College of Business

### BUSI3660-403: Contemporary Business Writing and Presentation Skills

#### I. General Course Information.

Credit Hours.	Three (3)
Semester.	Summer 2025 [5-week 2] – June 23 through July 25, 2025
Instructor.	Misun Won, PhD
Contact.	<a href="mailto:Misun.Won@unt.edu">Misun.Won@unt.edu</a>
Office Hours & Zoom.	Tuesdays 10:30AM-11:00AM: <a href="https://unt.zoom.us/j/82344287278">https://unt.zoom.us/j/82344287278</a> Tuesdays 7-8PM: <a href="https://unt.zoom.us/j/87824127921">https://unt.zoom.us/j/87824127921</a> , or by appointment
Additional Course Website.	<a href="http://www.canvas.unt.edu">www.canvas.unt.edu</a> Students are encouraged to check the website daily for communications, postings, deadlines, and updates.

#### II. Course Overview.

This 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.

#### III. Course Learning 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.
  - a) Explain the purposes, functions, and characteristics of digital and non-digital channels for written and oral communication.
  - b) Select the right channel for the right audience and purpose.
2. Demonstrate the ability to produce professional written documents.
  - a) Apply knowledge of the writing process to the creation and revision of effective written documents used in a professional setting.
  - b) Apply knowledge of the writing principles to the creation and revision of effective written documents used in a professional setting.
  - c) Evaluate the clarity, conciseness, and correctness of written documents used in a professional setting.
3. Demonstrate the ability to deliver professional oral presentations.
  - a) Apply knowledge of the writing process to the creation and revision of oral presentations occurring in a professional setting.
  - b) Apply knowledge of the writing principles to the creation and revision of oral presentations occurring in a professional setting.

- c) Demonstrate verbal and nonverbal communication skills while delivering professional presentations.
- d) Design professional visuals for presentations.
- e) Design professional visuals for presentations.
- f) Evaluate the clarity, conciseness and correctness of the content and of the delivery of professional presentations.
- g) Adapt business presentations to synchronous and asynchronous online presentations.
- h) Collaborate with team members on virtual platforms.

#### *Intercultural Communication*

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

#### *Employment Communication*

- 5. Develop a job application package.
  - a) Apply knowledge of the writing process to the written and oral aspects of the job application package.
  - b) Apply knowledge of the writing principles to the written and oral aspects of the job application package.
  - c) Analyze the needs of the potential employers and the interests and qualifications of the potential employees.
  - d) Produce effective written documents for the job application process.

### **IV. Required/Recommended Readings.**

- All additional required readings will be posted in Canvas

### **V. Course Format | Expectations | General Course Policies**

1. **Format.** The course takes place 100% online via Canvas. It includes 10 modules spread over 5 weeks. Each week you will have two modules to complete. Although the structure of the course provides flexibility for students, the course is not self-paced. You must meet a set schedule of weekly assignments and deadlines and follow a standardized process. Each module will open on a Monday. You will have 7 days to study the module, read the relevant textbook chapters, and complete the quiz, discussion, and practical exercises. You will have 7 days to complete most major assignments.
2. **Assignments.** All assignments and quizzes are due on time (Sunday at 11:59PM, except the final week). **No late assignments accepted, unless you have prior arrangements with the instructor.**
  - 2a. All written assignments are to be error-free (i.e., grammar, punctuation, spelling, flow, and general composition).
  - 2b. If students use any previously published journals or work in their papers, those work should be cited in-text and in a reference page, following the APA (7<sup>th</sup>) format.
3. **Engagement.** Active participation for each lecture is expected. You will receive as much out of this course as you put in. Show your professionalism in all of your assignments including exercises, quizzes, and elevator pitch.

4. **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 near entire) work, **that student will receive a zero on the assignment.**
5. **Use of Student Work.** A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates within a class, and UNT is not entitled to use any student work without the student's permission unless all of the following criteria are met:
  - The work is used only once.
  - The work is not used in its entirety.
  - Use of the work does not affect any potential profits from the work.
  - The student is not identified.
  - The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the university office or department using the work must obtain the student's written permission.

#### Transmission and Recording of Student Images in Electronically-Delivered Courses

- a) No permission is needed from a student for his or her image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.
  - b) In the event an instructor records student presentations, he or she must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.
  - c) Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.
6. **SPOT.** Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT. SPOT allows students the ability to provide confidential constructive feedback to their instructor and department to improve the quality of student experiences in the course. SPOT is a requirement for all organized classes at UNT. The survey will be available during weeks 4 and 5 of the 5-Week semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" with the survey link. Students should look for the email in their UNT email inbox. They should simply click on the link and complete the survey. Once students complete the survey, they will receive a confirmation email that they have submitted the survey. For additional information, please visit the SPOT website or email [spot@unt.edu](mailto:spot@unt.edu).

## VI. Course Evaluation.

Instructors will access students' performance with the following methods of evaluation.

Assignments.	Learning Outcome.	Pts.	Due.
<b>Employment Communication</b>			
▪ Resume	5	100	7/6/25
▪ Mock Interview		100	7/6/25

<b>Professional Communication</b>			
▪ Service/Product Pitch	1-3	100	7/7 – 7/11/25
▪ Negative-News Letter		100	7/25/25
<b>Quizzes</b> (5 at 30 pts each)	1-5	150	Every Sunday (Q5 due Friday)
<b>Exercises</b> (5 at 30 pts each)	1-5	150	1 – 6/29/25 2 & 3 – 7/13/25 4 – 7/20/25 5 – 7/25/25
<b>Elevator Pitch</b>	1, 3	50	7/6/25
<b>Total Points Possible</b>		750	

The associate dean for assessment and academic reporting will receive a copy of the final exam results and report them to the AACSB and SACS accrediting agencies.

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

1. Professional Communication: one written assignment and one oral assignment
2. Employment Communication: one written assignment and one oral assignment
3. Intercultural Communication: one quiz and exercise only

Students must dress professionally for oral presentations.

## VII. Grading:

- A 90–100% or 675-750 points
- B 80–89% or 600-674.9 points
- C 70–79% or 525-599.9 points
- D 60–69% or 450-524.9 points
- F ≤59% or ≤449.9 points
- Note: **Grades are not rounded to the closest digit.**

## VIII. Assignments.

### 1. Employment Communication (200 points total | Learning Outcome 5).

*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.

More information about the assignments and grading rubrics will be available on Canvas.

### 2. Professional Communication (200 points total | Learning Outcome 1-3).

*Assignment 3: New Product/Service Meeting* - 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 conduct a 3-5 minute meeting at the beginning of the course to present your findings with the instructor and three other classmates.

*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.

**3. Quizzes (150 points total | Learning Outcome 1-5).**

You will be required to complete five quizzes over the module content. You will be required to use Respondus Lockdown Browser. Note that you cannot use Respondus Lockdown Browser with Chromebooks. Each quiz is timed at 15-16 minutes.

**4. Exercises (150 points total | Learning Outcome 1-5).**

*Practical 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 30 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.

**5. Elevator Pitch (50 points | Learning Outcome 1, 3).**

Prior to completing your elevator pitch, you will learn how to efficiently introduce oneself in 30 seconds, how to prepare for interviews, and how to act post interviews. Details of elevator pitch assignment are uploaded and listed in Canvas. Please see those in Canvas.

**6. Extra Credits**

(1) Tips for Writing Emails: You will receive 3 bonus points if you complete this LinkedIn Learning course (paid by UNT) and submit proof that you completed the course successfully. You must complete this course and turn in your certificate by July 20.

(2) SPOT Evaluations: Everyone will earn 3 bonus points if the class achieves an 75 percent completion rate on the SPOT evaluations.

**X. UNT Policies | Disabilities | Student Help | Emergency Notifications.**

**Academic Integrity Policy.** According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behavior 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 sanctions ranging from admonition to expulsion from the University.

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 the value of the degree and is unacceptable.

- 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 cited, is not appropriate. You should synthesize this material in your own words and provide a reference.

**Accommodating Students with Disabilities.** UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (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 accommodations 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. 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 website at <http://www.unt.edu/oda>. You may also contact ODA by phone at (940) 565-4323.

**Emergency Notification & Procedures.** UNT uses a system called Eagle Alert to quickly notify students 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). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

**Connectivity Requirements.** 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: [helpdesk@unt.edu](mailto:helpdesk@unt.edu) or 940.565.2324 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. 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://exhibits.library.unt.edu/multicultural-center/>)
  - Counseling and Testing Services (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
  - 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>)

## **XI. Important Notice for F-1 Students Taking Distance Education Courses.**

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.

### *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:

1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
2. 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.

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.



## Contemporary Business Writing and Presentation Skills | Tentative Course Timeline

Date.	Topic.	Readings & Assignments Due.
Week 1 June 23	Modules: <ul style="list-style-type: none"> <li>▪ W1 (A): Introduction of Class</li> <li>▪ W1 (B): Personal Branding               <ul style="list-style-type: none"> <li>○ Ch. 12</li> </ul> </li> </ul>	Ungraded Quizzes – Academic Integrity; Practice Quiz Quiz 1 (due June 29) Exercise 1 – Keywords and Resumes (due June 29) Assignment 1: Internship Resume (due July 6)
Week 2 June 30	Modules: <ul style="list-style-type: none"> <li>▪ W2 (A): Job Interview Messages               <ul style="list-style-type: none"> <li>○ Ch. 12 &amp; 2</li> </ul> </li> <li>▪ W2 (B): Business Presentations               <ul style="list-style-type: none"> <li>○ Ch. 11 &amp; 10</li> </ul> </li> </ul>	Elevator Pitch (due July 6) Assignment 2: Mock Interview (due July 6) Quiz 2 (due July 6)
Week 3 July 7	Modules: <ul style="list-style-type: none"> <li>▪ W3 (A): Business Writing Skills               <ul style="list-style-type: none"> <li>○ Ch. 3 &amp; Appendix C</li> </ul> </li> <li>▪ W3 (B): Business Writing Style               <ul style="list-style-type: none"> <li>○ Ch. 3</li> </ul> </li> </ul>	Assignment 3: New Product/Service Meeting will be held between July 7 and 11 Exercise 2 and 3 (due July 13) Quiz 3 (due July 13)
Week 4 July 14	Modules: <ul style="list-style-type: none"> <li>▪ W4 (A): Negative-News Messages               <ul style="list-style-type: none"> <li>○ Ch. 6</li> </ul> </li> <li>▪ W4 (B): Intercultural Communication               <ul style="list-style-type: none"> <li>○ Ch. 2</li> </ul> </li> </ul>	Assignment 4: Negative News Letter (due July 25) Exercise 4 (due July 20) Quiz 4 (due July 20) Extra Credit – LinkedIn Certificate (due July 20)
Week 5 July 21	Modules: <ul style="list-style-type: none"> <li>▪ W5 (A): Routine Messages               <ul style="list-style-type: none"> <li>○ Ch. 4</li> </ul> </li> <li>▪ W5 (B): Persuasive Messages               <ul style="list-style-type: none"> <li>○ Ch. 5</li> </ul> </li> </ul>	Exercise 5 (due July 25) Quiz 5 (due July 25)

*Note: This course timeline is subject to change.*