



Syllabus: MGMT 3660

Contemporary Business Writing and Presentation Skills

Syllabus -SPRING 2026 Instruction: Face to Face and Online class (51% online; 49% face to face)

Instructor

Roxy Verrelli, M.Ed.

Email

Roxanne.verrelli@unt.edu

Office Location & Hours

Tuesdays, 1:30-3 pm in FL room 366

Wednesday, 10:00-12:00 pm via Zoom

Thursdays, 10:00-11:00 am via Zoom

Zoom

<https://unt.zoom.us/my/roxanneverrelli>

Teaching Assistant

Bailey Underbrink

Email

BaileyUnderbrink@my.unt.edu

Student/Teacher Assistant:

Please email Bailey first about grades and assignments. If you need additional support, she will refer you to me.

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

The course provides students with the knowledge and skills necessary for effective oral and written communication in domestic and international professional settings. Communicate professionally by mastering how to write effective documents, deliver structured presentations, increase intercultural competencies, and develop 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 encompass the Spring 2026 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.

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.

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 Frisco media library if you don't have one or don't want to bring one to campus.

Expectations and Goals

PROFESSIONAL COMMUNICATION

1. Demonstrate the ability to select the most effective channels for written and oral communication.
2. Explain the purposes, functions, and characteristics of digital and non-digital channels for written and oral communication.
3. Select the right channel for the right audience and purpose.

4. Demonstrate the ability to produce professional written documents.
5. Apply knowledge of the writing process to the creation and revision of effective written documents used in a professional setting.
6. Apply knowledge of the writing principles to the creation and revision of effective written documents used in a professional setting.
7. Apply knowledge of the writing process to the creation and revision of oral presentations occurring in a professional setting.
8. Demonstrate verbal and nonverbal communication skills while delivering professional presentations.
9. Design professional visuals for presentations.
10. Evaluate the clarity, conciseness, and correctness of the content and of the delivery of professional presentations.
11. Adapt business presentations to synchronous and asynchronous online presentations.
12. Collaborate with team members on virtual platforms.

Intercultural Communication

Students will be able to...

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

Employment Communication

Students will be able to...

1. Develop a job application package.
2. Apply knowledge of the writing process to the written and oral aspects of the job application package.

3. Apply knowledge of the writing principles to the written and oral aspects of the job application package.
4. Analyze the needs of the potential employers and the interests and qualifications of the potential employees.
5. Produce effective written documents for the job application process.
6. Demonstrate interview skills with potential employers.
7. Manage their online reputation.

Course Materials

Readings: Provided in Class

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CRUSH IT! Copyright © 2009 by Gary Vaynerchuk. HarperCollins e-books. Adobe Digital Edition September 2009 ISBN 978-0-06-195933-2 10 9 8 7 6 5 4 3 2 1 Chapter 3 build your personal brand-chapter

Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones. Copyright © 2009 by James Clear. Penguin Random House LLC.

ChatGPT May Be Eroding Critical Thinking Skills, According to a New MIT Study

The Cognitive Debt of Digging Through Preprints

Ted Talk Podcast: From Conflict to Conversation: Having Crucial Conversations that Count
https://youtu.be/R1vskiVDwl4?si=aj_lyg5wc_HVGxSZ

What Every Body is Saying

Source: https://ia903401.us.archive.org/25/items/whateverybodyissaying_202105/What%20Every%20Body%20Is%20Saying_%20An%20Ex-FBI%20Agent%27s%20Guide%20to%20Speed-Reading%20People%20%28%20PDFDrive%20%29.pdf

Kim, Mike. "CHAPTER TWO: How-To-Preneur vs. Ideapreneur: Which One Are You?" *You Are The Brand : The 8-Step Blueprint to Showcase Your Unique Expertise and Build a Highly Profitable, Personally Fulfilling Business.* 1st ed., Morgan James Publishing, 2021.

<https://discover.library.unt.edu/catalog/b7982771>

The Charisma Myth: How Anyone Can Master the Art and Science of Personal Magnetism.
Copyright © Olivia Fox Cabane, 2012 All rights reserved.

Cultural Intelligence and Trust in Global Virtual Teams. Business and Professional Communication Quarterly 2025, Vol. 88(1) 54–72 © 2023 by the Association for Business Communication Article reuse guidelines:sagepub.com/journals-permissions DOI: 10.1177/23294906231179915 journals.sagepub.com/home/bcq

Recommended: American Psychological Association. (2020). *Publication manual of the American Psychological Association 2020: the official guide to APA style.* (7th ed.). American Psychological Association.

COURSE STRUCTURE

The course takes place 49 percent in person and 51 percent online via Canvas. You will be required to complete online learning modules each week. I expect you to complete the online course content before a class meeting.

Course Policies

Attendance Policy

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 four 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 10th).

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 Professor Verrelli’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 *class activity*, 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.

Just because you log into Canvas or do the homework that is assigned is not counted for class attendance.

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Students should immediately report any problems to the instructor, contact the [UNT Student Help Desk](#) and obtain a ticket number *before* an assignment due date. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

Email: helpdesk@unt.edu

Phone: 940-565-2324

In Person: Sage Hall, Room 330

For additional support, visit [Canvas Technical Help](#).

Teaching Methods

Class will consist of the use of lectures, readings, podcasts, YouTube, PowerPoint presentations, discussions, videos, handouts, guest speakers, peer reviews, and 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.

Course Evaluation

Instructors will assess students' performance with the following methods of evaluation:

- Written Assignments 50%
- Oral Assignments 25%
- Practical Exercises 15%
- Quizzes 10%

Departmental quizzes and practical exercises are predominantly writing based.

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

Succeeding in BUSI 3660

Plan to attend every class.

Research has shown that students who attend class are more likely to be successful. You will learn much of the material through class discussion and activities; therefore, if you are absent, you will miss this learning experience and will be unable to perform well in the course.

Being punctual indicates respect for others. Plan to arrive in class on time just as you would for a business meeting. I will take attendance at the beginning of each class. Do not sign the attendance roster for other students. Signing in for other students is forgery and a violation of academic integrity. Examples of disruptive behavior include stepping out during the middle of class, leaving class early, and doing work for another class. Pop quizzes may be given at the beginning or end of class. Students missing quizzes due to tardiness or leaving early are not permitted to make up the quiz.

Be an active learner.

You will retain more information and perform better in the course if you learn actively rather than passively. Edgar Dale's Cone of Experience (see chart) 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.

Seek feedback.

Office 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 shouldn't expect an answer on weekends or after 5 pm on weekdays. Include your class section number in all correspondence.

Know assignment due dates and quiz dates

Assignment and test due dates are available in the course schedule below and in Canvas. Create an effective time management system. Remember, time missed is irretrievable.

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 25 percent deduction in points. For example, if an assignment worth 100 points is due on January 18th by 11:59 PM and you submit it on January 19th at 12:01 AM, you can receive a maximum of 75 points. If you submit your assignment on January 23rd at 12:03 AM, you will receive a grade of zero. **The grace period does not apply to the Final Report.**

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 \(revised in February 2019\)](#) 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.

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 be a five-point deduction in your grade. 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.

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>

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. **Remember: the grade you receive is the grade you EARNED!**

Graded Components		
Employment Communication	#1 – Elevator pitch	100 points
	#2 - Informal Interview	100 points
Professional Communication	# 3 - Group Presentation	100 points
	#4 – Mock Debate	100 points
Final Portfolio - #5	Full Sentence Outline	50 points
	Annotated Bibliography	50 points
	First draft/ Peer Review	100 points
	Final Business Report	200 points
Quizzes/Exercises		200 Points
Total		1,000 points

Grading Scale	
A	900-1,000 points
B	800-899 points
C	700-799 points
D	600-699 points
F	0-599 points

Extra Credit options are posted in Canvas. Extra Credit points will be kept separate from the gradebook.

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

- Assignment 1: Elevator Pitch** - Each student will deliver an Elevator Pitch to the class.
- Assignment 2: Informal Interview** – Conduct an informational interview with a professional related to your own career interests.
- Assignment 3: 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.
- Assignment 4: Mock Debate** – You will participate in a mock debate addressing a business principle.
- Assignment 5: Final: Business Communication Report** – Several assignments will be due during the semester to get to the final report which will 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 Professor Verrelli 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").

All assignments, unless otherwise noted, will be submitted via Turnitin for plagiarism and AI detection.

Other Graded Assignments

7. **Quizzes/Exercises** – You will complete 10 quizzes and 5 exercises. The quizzes will help you review the materials so that you can perform better on major assignments. **Most quizzes require you to use Respondus Lockdown Browser.**

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.

Note: If you are experiencing difficulties with LockDown, it generally relates to improper use or cheating. Students attempting to circumvent the system during quizzes that utilize the LockDown Browser are flagged by the system's analytics. Upon viewing the video, if it appears the student was cheating, a grade of zero will be given on that quiz.

Turnaround Time: Typically, quiz grades are posted immediately. You will receive feedback on written assignments and presentations within seven days.

UNT Policies

Academic Integrity Policy

According to UNT Policy 06.003 (PDF), Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, cheating, fabrication, facilitating academic honesty, 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.

RCOB Syllabus Statement on Academic Honesty

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values that are essential to building trust. The adherence to both professional and legal standards is of the utmost importance. Academic dishonesty destroys trust, damages the university's reputation, and the value of the degree.

According to UNT Policy 06.003, Student 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 sanctions from admonition (a warning) to expulsion from the University.

Some of the most common examples of academic integrity violations include plagiarism, cheating (to include the use of chat rooms, sharing of answers, answers written on laptops, unauthorized assistance on examinations, homework, research papers or case analyses), and use of ChatGPT or other AI systems. 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 proper citations and references.

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 stated. 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 and a Tier 1 research institution. 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 AI

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.

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](#) website (<https://studentaffairs.unt.edu/officedisability-access>). You may also contact ODA by phone at (940) 565-4323

Emergency Notification & Procedures

UNT utilizes the Eagle Alert system 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.

Acceptable Student Behavior

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. Visit UNT's [Code of Student Conduct](#) to learn more.

Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. If you have gotten to this sentence, please send an email to Roxanne.verrelli@unt.edu with this phrase, "Communication is key", and you will receive 5 extra credit points. While the freedom to express yourself is a fundamental human right, any communication that uses cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.

Every student in this class should have the right to learn and engage within an environment of respect and courtesy from others. We will discuss our classroom's habits of engagement and I also encourage you to review UNT's student code of conduct so that we can all start with the same baseline civility understanding ([Code of Student Conduct](#)) (<https://policy.unt.edu/policy/07-012>).

Remember, the focus of this class is professionalism.

*** The instructor reserves the right to make changes to the syllabus.