

MGMT 3660 Contemporary Business Writing and Presentation Skills

Instructor Information

Dr. William Ordeman or “Dr. O”
William.ordeman@unt.edu
940.565.3156
Office: BLB 325C

Teaching Assistant:
Mary Margaret Yelanti
MaryMargaretYelanati@my.unt.edu

Meeting Times:
Section 014 Tuesdays from 12:30PM – 1:50PM
Section 015 Tuesdays from 2PM – 3:20PM

Office hours:
Mondays 12 – 2PM
Tuesdays 12 – 12:30PM; 3:30 – 5:30PM

Course Description

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

Course Structure

This course is a **hybrid** course. About 50 percent of our course takes place online, while the other 50 percent takes place face-to-face in the classroom. Our course last 16 weeks long with one Canvas module per week totaling 16 total modules. You will be expected to complete your assignments online via Canvas while also attending our face-to-face meetings occurring once per week for 1hr 20min.

Course Objectives

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

Employment Communication

1. Develop a job application package.

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

Professional Communication

2. 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.

3. 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 a professional setting.
- Apply knowledge of the writing principles to the creation and revision of effective written documents used in a professional setting.
- Evaluate the clarity, conciseness, and correctness of written documents used in a professional setting.

4. 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.
- Demonstrate verbal and nonverbal communication skills while delivering professional presentations.
- Design professional visuals for presentations.
- Evaluate the clarity, conciseness, and correctness of the content and of the delivery of professional presentations.
- Adapt business presentations to synchronous and asynchronous online presentations.
- Collaborate with team members on virtual platforms.

Intercultural Communication

5. 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.

Recommended Materials

Digital Materials

This course has digital components. To fully participate in this class, students will need internet access to stable internet, Canvas Learning Management System, a webcam, a microphone, Adobe Acrobat Reader, and Microsoft Office. If circumstances change, you will be informed of other technical needs to access course content. Information on how to be successful in a digital learning environment can be found at [Learn Anywhere](https://online.unt.edu/learn) (<https://online.unt.edu/learn>). Computer labs are also available for student use. See the [Laboratory Safety Procedures and Guidelines policy \(PDF\)](#).

Each week, students will have to read materials or listen to podcasts and be prepared to discuss them at the beginning of class. Dr. O will provide the necessary files or links to the open-source media.

How to Succeed in this Course

Use Canvas

You are responsible for checking Canvas for class announcements, assignments, and postings. Contact the university IT help desk immediately if you encounter a technical difficulty. Be sure to ask for a ticket number. After you email me the ticket number and official report of the incident, I will determine whether or not you can submit an assignment at a later date based on the report and university policies.

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

Participate in Discourse

You will receive as much out of this course as you put in. Instead of looking at class meetings as a “checkbox” (Yes, I attended), think of our meetings as training sessions for your new job (that’s basically what our class is). Yes: **attendance counts as a grade**, but by adjusting your perspective a tad, the grade will become a biproduct, not the prime product.

Understand Your Commitment to This Hybrid Course

The course takes place 50 percent in person and 50 percent online via Canvas. We will meet once a week, and you will be required to complete online learning modules each week. I expect you to complete the online course content before the due dates, which most often be on the Sundays. The calendar at the end of this syllabus will indicate the days in which we meet in person and the days we do not.

Contacting Dr. O

Connect with me through email and/or by attending office hours. During busy times, my inbox becomes rather full, so if you contact me and do not receive a response within two business days, please send a follow up email. A gentle nudge is always appreciated. Understand that I will not respond to emails sent over the weekend.

Office hours offer you an opportunity to ask for clarification or find support with understanding class material. Come visit me! I encourage you to connect with me and/or your TA for support. Your success is our goal.

Know Due Dates

Due dates are available in the attached course schedule and on Canvas. Time missed is irretrievable. All assignments will be turned in via Canvas. All electronic submission deadlines will be posted on Canvas. *I do not accept late work*. All times stated in this course will conform to US Central Standard Time (CST).

Make an effort

Successful students spend between 4-5 hours per week studying for this course. If you do not have that amount of time to dedicate to our course, I suggest you drop the course and take it another semester. If you do not believe you’ll be able to adapt to the course delivery, I suggest taking the 100 percent face-to-face version of the course.

Check your grades every week

You have five business days to inquire about your grade on an assignment, exercise, or quiz after I post it on Canvas. If you disagree with the grade you received, send me an email explaining why I should reconsider your grade and submit any supporting documentation. Your grade is final seven days after its release if you don’t contact me. This time frame is much shorter for the final assignments (5 and 6).

Course Policies

Attendance Policy

Research has shown that students who attend class are more likely to be successful. You should attend every class unless you have a university excused absence such as active military service, a religious holy day, or an official university function as stated in the [Student Attendance and Authorized Absences Policy \(PDF\)](https://policy.unt.edu/sites/default/files/06.039_StudAttnandAuthAbsence.Pub2_.19.pdf) (https://policy.unt.edu/sites/default/files/06.039_StudAttnandAuthAbsence.Pub2_.19.pdf). If you cannot attend a class due to an emergency, please let me know.

We will have 14 class meetings, and you are expected to attend 80 percent to pass the course. Any student who misses more than three meetings will receive a zero at the end of the course. Again, you must attend 11 face-to-face meetings to pass the course. Any student arriving 5 minutes after the beginning of the class period

will be counted late. Three late attendances equal one absence.

Civil Behavior

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://deanofstudents.unt.edu/conduct)) (<https://deanofstudents.unt.edu/conduct>)

Academic Integrity Policy

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 ranging from admonition to expulsion from the University. To understand what counts as academic dishonesty and what the consequences may be, see Introduction Module and review Policy 06.003 Student Academic Integrity (Policy [06.003 Student Academic Integrity](#)).

ChatGPT and AI Software

Students may not use ChatGPT or other AI software to complete their work unless otherwise stated. Students may use this kind of technology for brainstorming or early drafting, but nothing else. 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 Provisions

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](http://www.unt.edu/oda) website (<http://www.unt.edu/oda>). You may also contact ODA by phone at (940) 565-4323.

Assessing Your Work

Grades in this course are dependent upon points. Here is the grading scale:

A = 900-1000 points

B = 800-899

C = 700-799

D = 600-699

F = 0-599

The associate dean for assessment and academic reporting will receive a copy of Assignment 5 results and report them to the AACSB and SACS accrediting agencies.

The course is divided up into three sections: employment, professional, and intercultural communication. Each section will have one major writing assignment and one major speaking assignment.

Below is an overview of all the assignments in this course:

Grading Component	Assignment	Point Value
Employment Comm.	Cover Letter	100
	Mock Interview	150
Professional Comm.	Service/Product Pitch	150
	Negative News Letter	100
Quizzes and Exercises	Reading Quizzes (10 at 20 points each)	200
	Exercises (10 at 10 points each)	100
Final	Business Communication Report • Research Question: 25 points • Outline: 25 points • Annotated Bibliography: 40 points • Peer Reviewed Draft: 10 points • Final Report: 100 points	200
Total		1000

Major Assignments

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

Assignment 1: 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 and LinkedIn.

Assignment 2: Interview - You will participate in a F2F mock-interview on Sept 17. Time slots will be available throughout the day. You must sign up to participate by Sept 8.

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 work in groups of 5 to present a 12 – 15 minute presentation in front of the entire class.

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.

Final: You will conduct a written research report on a business communication topic. The report will be completed over the course of several weeks, and you will be required to turn in several components of the report along the way. These include a *well-crafted research question*, an *outline* of your report, an *annotated bibliography*, and a *draft* of the report for peer-review.

Exercises will help you improve your writing competency. They will also help you prepare for the major assignments. Each graded practical exercise will be worth 10 points. You will be unable to obtain a good grade if you don't study the module learning materials.

Course Schedule

Week	Meeting Date	Topic	Assignment Due	Points Possible	% of Final Grade
Week 1	08/19	Syllabus and Course Intro	Introduce yourself (discussion board) and Academic Integrity Quiz	0 pts.	0%
Week 2	8/26	Foundational Values/Personal Branding/Resumes	Exercise 1: Personal Branding (due 8/31)	10	1%
Week 3	9/2	(NO CLASS MEETING)	Grammar and Style = Complete Module Content Assignment 2: Mock Interviews on Sept 17. Sign up by Sept 8.		
Week 4	9/9	Cover Letters/ Interview	In-class reading Quiz (Crush it! chapter) Exercise 2: Keywords and Resumes (due 9/14) Assignment 2: Mock Interviews on Sept 17.	30	3%
Week 5	9/16	LinkedIn/Follow Up Emails	In-class reading Quiz (Atomic Habits) Assignment 1: Cover Letter (due 9/21) Assignment 2: Mock Interviews on Sept 17. Signup by Sept 8.	210	21%
Week 6	9/23	Writing with LLMs	In-class reading Quiz (ChatGBT's Impact on Your Brain) Exercise 3: Revising a Report Using ChatGPT (due 9/28)	30	3%
Week 7	9/30	Group Assign/Silicon Valley	In-class reading quiz (The Charisma Myth) Exercise 4: Team Charter (due 10/5)	30	3%
Week 8	10/7	Visual Aids, User Interviews Coming up with a research question	In-class reading quiz (Atomic Habits 2) Exercise 5: Telling Stories with Data (due 10/12) Research Question (due 10/12)	55	5.5%

Week 9	10/14	Group 1 Presents Special Guest RCoB Librarian <i>Information Literacy/ Finding Library Sources</i>	In-class reading quiz (Five Core Competencies – Persuasion) Exercise 6: Writing Persuasively (due 10/19)	30	3%
Week 10	10/21	Group 2 Presents <i>Writing Persuasively</i>	Reading Quiz (in class) Exercise 7: Writing Persuasively (due 10/26) Annotated Bibliography (due 11/2)	70	7%
Week 11	10/28	Group 3 Presents <i>LEGOS and Negative News</i>	Reading Quiz (Impersonal Communication – Computer Mediated) Exercise 8: Negative News Practice (due 11/2) Outline (due 11/9)	55	5.5%
Week 12	11/4	Group 4 Presents <i>Annotated Bibliographies Letters, Memos, and Email</i>	Reading Quiz (TBD) Assignment 4: Negative News Letter (due 11/09)	110	11%
Week 13	11/11	Group 5 and 6 Present Special Guest: Aine Henderson from Texas Instruments <i>Intro to Intercultural Comm</i>	Reading Quiz (Cultural Intelligence) Rough Draft of Report (due 11/16)	30	3%
Week 14	11/18	Group 7 and 8 Present <i>Peer Review Intercultural Comm</i>	<i>Exercise 8: The Email (due 11/23)</i> <i>Exercise 9: Intercultural Communication (due 12/7)</i>	20	2%

Week 15	11/25	THANKSGIVING BREAK (NO CLASS)
----------------	--------------	--------------------------------------

Week 15	12/2	Groups 9 and 10 Present Peer Review	Exercise 10: Intercultural Communication 2 (due 12/7)	10	1%
Final	12/9	Final Draft of Report	Due (12/9)	100	10%

Students will be notified by Eagle Alert if there is a campus closing that will impact a class and describe that the calendar is subject to change, citing the [Emergency Notifications and Procedures Policy \(PDF\)](https://policy.unt.edu/sites/default/files/06.049_Standard%20Syllabus%20Policy%20Statements_supplement.pdf) (https://policy.unt.edu/sites/default/files/06.049_Standard%20Syllabus%20Policy%20Statements_supplement.pdf).