

**CIS 300: Strategic Business and Professional Communication  
Fall 2018, Online**

Instructor	Dr. Amanda Lawrence
Office Location	Lucille Little Fine Arts Library (LCLI) 326
Email	amanda.lawrence13@uky.edu
Office Hours	Mon./Wed. 9:50–11:50 in LCLI 326, or by appointment (virtual or in-person)
Technological Requirements	Computer with internet access or access to UK computer facilities. Access to digital video recording devices (digital camera, digital video recorder, Microsoft office, laptop webcams)
For Technological assistance	Contact <a href="http://www.uky.edu/UKIT">http://www.uky.edu/UKIT</a> or 859.218.HELP or 218help@uky.edu
Anticipated Response Time	Within 24-48 hours
Course Website	<a href="http://www.uky.edu/canvas">http://www.uky.edu/canvas</a>

### **Course Description**

This communication intensive course prepares B&E and Communication majors for their careers by developing effective communication skills (integrated written, oral, and visual) applied specifically to today’s technology-driven and global business environment. The course will focus on developing strong communication skills in interpersonal settings, in small group teams, communication to internal and external stakeholders, and when delivering public presentations. Students will prepare application materials; develop effective interviewing skills in face-to-face and online environments; communicate effectively based on audience analysis in face-to-face and online settings; deliver business presentations based on audience analysis, and using a variety of presentational aids that enhance the message; and learn to manage data, graphics, and a positive online presence (e.g., websites blogs, social media outlets, and email messages).

### **Prerequisites:**

Upper division status in accounting, analytics, economics, finance, management, marketing, or permission from instructor.

### **Course Learning Targets, Outcomes, and Assessments**

This course has been designed to provide students with opportunities to acquire skills, knowledge, conceptual understanding, classroom experience, and professional practice related to their general business majors.

<b>Learning Target/Outcomes: Business Communication Content</b>	<b>Assessment (Formative/Summative)</b>
Write, revise, and proofread effective audience-centered business documents in a variety of formats (e.g., cover letter, resume, press release, memoranda, e-mail correspondence, presentations, meeting agendas, and minutes).	Formative: Course readings, class discussions, and activities  Summative: Assignments, Quizzes, and Exams
Develop and deliver effective formal multi-modal business presentations using appropriate presentational aids based on the situation (purpose, audience, occasion, constraints).	Formative: Course readings, class discussions, and activities  Summative: Assignments, Quizzes, and Exams
Practice effective group communication skills (teamwork, leadership, conflict management) in informal settings and as part of formal presentations (face-to-face and online).	Formative: Course readings, class discussions, and activities  Summative: Group Presentation, Quizzes, and Exams
Indicate a comprehension of the interview process. Construct effective answers to interview questions and perform well on simulated interviews.	Formative: Course readings and class discussions  Summative, Assignments, Quizzes, and Exams
Model effective response to media and stakeholder inquiries during crisis events and during question and answer sessions.	Formative: Course readings, class discussions and activities  Summative: Memo, Press Release, Quizzes, and Exams

### Course Delivery

This course is designed as an online course. All lectures, activities and assignments are hosted on Canvas. All lectures and assignments will be posted on Canvas. Lectures and assignments may include videos, narration over slides, or instructions to read. Information and materials will be released on each date listed on the course schedule.

### Required Texts

Irwin, J., Hopkins, P.D., Payne, H. J., & Spence, P. R. (2015). *Competent communication at work: Strategies and standards for success* (2<sup>nd</sup> ed.). New York, NY: Kendall Hunt.

**Office Suite:** See <https://download.uky.edu/> for free versions.

**Email:** To obtain instructions for assignments, additional materials for this course, and important announcements. *I will not respond to emails sent from an address other than "@uky.edu."* I will respond to all emails Monday through Friday in 24-48 hours.

In order to have a successful educational experience in distance learning courses, there are minimum technology requirements that should be met. The University of Kentucky strongly recommends that each student purchase a personal computer.

University of Kentucky distance learning students are also encouraged to acquire the following hardware, software, and Internet connection to ensure that all systems used by distance learning courses will function properly.

Hardware requirements include a headset with a microphone and a Webcam. Software requirements included Java, Adobe Flash and Reader and a copy of Microsoft Office. For more information on these requirements and links for downloading the software please visit <http://www.uky.edu/DistanceLearning/current/technology/techReqs.html>

Other information of Interest

Information on Distance Learning Library Services (<http://www.uky.edu/Libraries/DLLS>)

- Carla Cantagallo, DL Librarian
- Local phone number: 859 257-0500, ext. 2171; long-distance phone number: (800) 828-0439 (option #6)
- Email: [dllservice@email.uky.edu](mailto:dllservice@email.uky.edu)

DL Interlibrary Loan Service:

- [http://www.uky.edu/Libraries/libpage.php?lweb\\_id=253&llib\\_id=16](http://www.uky.edu/Libraries/libpage.php?lweb_id=253&llib_id=16)

Canvass course management system

- <http://www.uky.edu/canvass>

If you have any technology related problems, first contact the professor by email and simply document the problem. Next contact the UKAT Service Desk at (859) 218-4357 or by emailing questions to [218help@uky.edu](mailto:218help@uky.edu). Follow all instructions provided. If the UKAT Service Desk is not able to resolve the problem, please contact Distance Learning. Document all calls and emails and if the problem is not resolved the student and instructor may negotiate alternatives or extensions.

## **COURSE POLICIES**

### **1. Attendance and Punctuality**

This class is an online community whose success is dependent on everyone's participation. Also, there is a participation and grades. Therefore, participation is vital for your achievement.

Note: Please reference the definition of excused absence in current edition of *Students Rights and Responsibilities* or on the web at <http://www.uky.edu/studentconduct/code-student-conduct>.

For any emergency situation that arises, e-mail your instructor as soon as you know about the situation.

### **Excused Absences**

Students need to notify the professor of absences prior to class when possible. *Senate Rules 5.2.4.2* defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or

death of family member, (c) University-related trips, (d) major religious holidays, (e) Interviews for full-time job opportunities post-graduation and interviews for graduate or professional school, and (f) other circumstances found to fit “reasonable cause for nonattendance” by the professor. Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Two weeks prior to the absence is reasonable, but should not be given any later. Information regarding major religious holidays may be obtained through the Ombud (859-257-3737), [http://www.uky.edu/Ombud/ForStudents\\_ExcusedAbsences.php](http://www.uky.edu/Ombud/ForStudents_ExcusedAbsences.php).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused) per University policy.

Per *Senate Rule 5.2.4.2*, students missing any graded work due to an excused absence are responsible: for informing the Instructor of Record about their excused absence within one week following the period of the excused absence (except where prior notification is required); and for making up the missed work. The professor must give the student an opportunity to make up the work and/or the exams missed due to an excused absence, and shall do so, if feasible, during the semester in which the absence occurred.

### **Verification of Absences**

Students may be asked to verify their absences in order for them to be considered excused. *Senate Rule 5.2.4.2* states that faculty have the right to request “appropriate verification” when students claim an excused absence because of illness, or death in the family. Appropriate notification of absences due to University-related trips is required prior to the absence when feasible and in no case more than one week after the absence. In this course, you must provide appropriate documentation of an excused absence no later than the day you return to class.

### **Regarding University Health Services Health Notes:**

1. *Tier 1* excuses are not accepted as a valid excused absence.
2. *Tier 2* excuses are accepted as a valid excused absence. However, the instructor reserves the right to request additional or alternative documentation if the instructor, under the circumstances, has concerns about the validity of the Tier 2 documentation.
3. *Tier 3* excuses are always accepted as a valid excused absence. The UHS restricts students from attending class with Tier 3 excuses

### **Important Fall Semester Dates** <http://www.uky.edu/registrar/fall-2018-semester>

First day of classes: August 22

Last day to add a class: August 28

Last day to drop without a W: September 12

Midterm: October 15

Finals Week: December 10-14

End of spring semester: December 14

## **2. Academic Integrity Policy**

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty.

Part II of Student Rights and Responsibilities (<http://www.uky.edu/studentconduct/code-student-conduct>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work, which a student submits as his/her own, whoever that other person may be.

When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas, which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

### **3. Accommodations due to disability**

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Multidisciplinary Science Building, Suite 407, at the corner of Rose Street and Huguelet Drive, 859-257-2754, email address: [dtbeac1@uky.edu](mailto:dtbeac1@uky.edu)) for coordination of campus disability services available to students with disabilities.

### **4. Online Decorum**

Ideally the virtual classroom environment should be supportive and comfortable. Do not equate a relaxed atmosphere with a lack of academic standards. You are expected to be prepared for all assignments and conduct yourself appropriately for a respectful academic environment. Email is the ideal method for contacting the instructor. Please give the professor 48 hours to respond to any email requests or requests for meetings via CMC.

If a student misses an assignment due to an excused absence, the instructor will allow the student to turn in the assignment late. If the absence interferes with the group project the instructor may

allow the group to continue with the assignment and will provide an equivalent individual assignment for the student needing to make up the work.

### ***Important Notes***

- **Be sure to complete readings prior to the class meeting.**
- **You are responsible for all information, announcements, and changes addressed in classes and/or Canvas.**
- **The instructor reserves the right to alter the syllabus during the semester, if necessary.**

### **Additional Student Resources**

The Graham Office of Career Management is another tool that will be helpful for aspects of CIS 300. The mission of the Graham Office of Career Management is dedicated to assisting students in their career development process and employment success by working closely with employers who seek to hire world ready interns and graduates. More information can be found at <http://gatton.uky.edu/career/>.

Presentation U provides tutoring assistance and training with multimodal communication. UK students have the opportunity to attend scheduled workshops and work individually with highly trained faculty members, graduate students, and peer tutors. Located at the Hub in W. T. Young Library and on the first floor of Champions Court I, Presentation U can help with any of the following: brainstorming project topics, creating outlines, effectively using APA/MLA style, practicing oral presentations, designing and constructing effective visual aids, including PowerPoint, Prezi, websites, videos, and digital projects. Visit our website: [www.uky.edu/presentationu](http://www.uky.edu/presentationu) or call (phone 859-218-5186) for our tutoring hours or to make an appointment.

The Writing Center is located in W. T. Young Library, Thomas D. Clark Study, 5th Floor, West Wing (phone: 859-257-1368). The staff can help you identify and correct problems with your writing. I will not require you to go to The Writing Center, but I recommend that all of you consider going if you feel stuck at any stage of the writing process.

The University of Kentucky's Career Services has a new, fast and powerful recruiting platform for UK students and alumni. [Handshake](#) uses cutting-edge technology to help you more easily connect with employers and source jobs and internships, event information, and on-campus recruiting opportunities. Login using your existing Link Blue ID and password to upload a resume, manage your account and set up your notifications. [seeblue.com/handshake](http://seeblue.com/handshake)

### **5. Discussing Grades**

Students who have grade or exam concerns must approach the professor during office hours, or through appointment. In order to give our full attention to grade issues, the professor will NOT discuss grades or exams before or after class. Once grades are posted online, you may visit the professor during office hours or by appointment to review your exam. Please contact the professor if you do not find your exam score posted.

Students who wish to discuss grades or scores earned have one week from the date grades are posted to do so. Grades will not be addressed after this time period has expired. Students need to contact the professor for an appointment to discuss the issue. Students must bring a written explanation of their dispute with them to this appointment. If the matter is still unresolved, students



need to contact the Director of Instructional Communication & Research. Students that do not fulfill these requirements will not be addressed and the original grades will be final.

### **Course Activities and Assignments**

1. Job Search Assignment (25 points). Each student will conduct research in desired career field to locate and analyze at least one potential job opportunity/job call to critique their strengths, weaknesses, and fit for the particular job. Each student will write a report based on this process. A specific list of questions to consider will be provided by the instructor.
2. Application materials (130 points). Each student will conduct research to locate a job posting for a position he or she might like to hold one day. Each student will prepare a cover letter and resume draft to use for applying for that position. Documents are to reflect research about the industry related to the specific major of the student, mission of the organization, required and preferred credentials, and the expertise the student would bring to the organization if hired. An additional reflection component will also be included. These documents will be revised later in the semester to reflect what the student learned throughout the term. Upon receiving feedback and making revisions, students will prepare a self-reflection articulating how and why they made the suggested revisions to the cover letter and resume.
3. Elevator pitch (50 points). Each student will prepare and deliver an “elevator pitch” or introduction. This assignment will be outlined by the instructor and will be planned for the week prior to or week of the relevant career/job/internship fair. Points will be earned for content, structure, and delivery of the actual speech.
4. Interview and critique (130 points). Each student will complete a mock interview using the Career Center’s InterviewStream program. The mock interview will be 6-10 minutes in length. Students will have the ability to examine and revise answers to interview questions. Students will be graded on professionalism, answers, and delivery. In addition, students will prepare a 600-700 word self-critique of their mock job interview.
5. Team Project (315 points). Students will work together in teams (4-6 students each) to examine a workplace crisis situation and formulate potential solutions, as well as a plan for addressing various stakeholder groups. Each group will produce a proposal describing what and how they would communicate to the various groups and why, and a formal 12-16 minute presentation. A written group report/executive summary will be submitted on canvas after the project is complete, as well as three written business documents (memo, email, and press release).
6. Flex Points – Attendance, activities, etc. (50 points). Students may earn a variety of points related to attendance, in-class activities, and participation.
7. Research Participation System (21 points). The School of Information Science is committed to providing students a broad and comprehensive education. Students in this class are provided the option to participate in one or more research studies for 3 credit points which is equal to 21 points towards the total points in the class (3 percent of your grade). If you are enrolled in multiple courses that participant in the RSP, you must contact the RSP coordinator to make after you have completed the required 3 credit points and the RSP coordinator will ensure that point are prorated across classes. Detailed information about available research studies can be found on the Research Participant Management System website found (<https://uksis.sona-systems.com>) If you have questions about the research or about credit, please contact the researcher for the specific study about which you are inquiring. Participation is voluntary and there are alternative options for credit. Please see the complete description of the procedures for alternative research credit. If you elect to participate in the alternative assignment, you must sign up for this by the midterm. More information about the alternative assignment can be found under the course content tab on the learning management system.

## Grades

All grading will be calculated as objectively as possible; however, in cases of qualitative assessment, evaluation will be based on the instructor's judgment. Rubrics are used for assessing assignments and are provided to students when assignments are introduced in class. Grades will be based on the scores accumulated by the student divided by the total number of possible points.

Point Allocation by Assignment	Points
Job Search Assignment	25
Application Materials	130
Elevator Pitch	50
Interview and Critique	130
Team Project	315
Flex Points-Attendance and activities	50
Research Participation System	21
Total	721

**Incompletes.** A grade of “I” (incomplete) will be given in emergency situations only, and will be at the discretion of the instructor. Students will have one year to complete all work if an “I” is awarded. The incomplete must be completed prior to student teaching.

The following scale will be used to determine your course grade:

A	90-100%	(646-721 pts)
B	80-89%	(574-645 pts)
C	70-79%	(502-573 pts)
D	60-69%	(429-501 pts)
E	0-59%	(428 pts and below)

## Discussion Board Grading Form

Criteria	Score
The student showed initiative; interpreted, synthesized, or integrated various threads; or redirected the discussion in ways that remained on-topic. The student contributed regularly.	5
The student contributed more than just facts, and responded to the implications of other students' ideas. The student's level of contribution was acceptable or of average value.	4
The student's contribution was acceptable and of average value.	3
The student's contribution was straight facts.	2
The student displayed a lack of preparation and/or insight in their posts. The student hardly contributed	1



<u>Date</u>	<u>Topics</u>	<u>Ch. in 3<sup>rd</sup> / 2<sup>nd</sup> edition</u>	<u>Major Assignments Due</u>
Module 1 8/22-8/26	Introduction to the course; Intro to Business Communication	1 / 1	Introductory Assignments (determined by instructor)
Module 2 8/27-9/2	Globalization and Communication	2 / 2	Job Search Assignment due
Module 3 9/3-9/9	Resumes & Social Media	7 / 8	Cover letter/Resume 1 <sup>st</sup> draft due
Module 4 9/10-9/16	Verbal & Nonverbal Communication	3 / 3, 4	
Module 5 9/17-9/23	Verbal & Nonverbal Communication	3 / 3, 4	Revised Cover letter/Resume due w/reflection
Module 6 9/24-9/30	Interviewing Strategies	8 / 9	Elevator pitches due
Module 7 10/1-10/7	Interview Practice		<b>Interviews &amp; interview critiques due</b>
Module 8 10/8-10/14	Presentations: Information-Seeking; Audience Analysis & Delivery; Development	10, 11, 12	Make group assignments (optional dates)
Module 9 10/15-10/21	Writing in Business Communication	4 / 5	
Module 10 10/22-10/28	Communicating during Crises	9	
Module 11 10/29-11/4	Interpersonal & Team Communication at Work	5, 6 / 6, 7	Proposal draft due for review
Module 12 11/5-11/11	Presentations: Visual Aids	13	
Module 13 11/12-11/18	Group work, prepping for team presentations		Report of who is working on what, brief summary of each piece/update
Module 14 11/19-11/25	Group Meetings/Rehearsal		
Module 15 11/26-12/2	Team Presentations		<b>Team Presentations</b>
Module 16 12/3-12/9	Closing Remarks		Complete <b>Individual Assessment</b> on Canvas
Finals	Catch-up (as needed)		