What resources you will need...


Carnegie, Dale. (1990). *How To Enjoy Your Life and Your Job (Paperback)*. Pocket Publisher. ISBN: 0671708260--$7.99 on Amazon.com (or less from other online publishers). If you’d like to order to avoid shipping costs, bring $8.00 on Wednesday, 9/22/12...I will order in bulk for the class.

**Supplies:** Five (5) Scantron Sheets (Form No. 882-E); No. 2 Pencil (on test days)

What is this course about?

The primary focus of this course centers on developing research and reporting skills to communicate effectively for business, industry, and government in a global workforce. Major emphasis will be placed on...

1. written business correspondence (memos, letters, outlines, reports, e-mail, and resumes);
2. analysis and interpretation of business problems;
3. basic writing, editing, and presentation skills; and,
4. interpersonal, intrapersonal, and intercultural communication.

Course content in ABED 3100 prepares students for the Business Education Exemption Exams and advanced coursework in the Richards College of Business (Business Administration/Business Education Programs).
What you’ll learn at the conclusion of this course...

Course Objectives Related to Learning Goals/Learning Outcomes (LG-BBA, LO-ABED)

1. Develop communication skills essential for career advancement. (LG 1; LO 6, 9)
2. Demonstrate writing techniques using problem-solving activities. (LG 1, 3, 6; LO 4)
3. Develop critical skills of brainstorming, researching, drafting, revising, editing, proofreading, and formatting various business documents. (LG 1, 3, 6; LO 5, 6)
4. Display oral communication skills through individual and team projects. (LG 1; LO 6)
5. Gain hands-on experience with the technical dimensions of communication. (LG 1, 3; LO 5, 6)
6. Analyze the communication processes including interpersonal, intrapersonal, and intercultural communications. (LG 1, 5; LO 1, 9)
7. Develop an awareness of ethical and legal aspects for reporting information. (LG 1, 5; LO 9)
8. Analyze and interpret communication channels using primary/secondary research techniques and interactive online computer activities. (LG 1, 3, 4, 6; LO 5)
9. Interact through team projects and evaluations to develop critical-thinking, problem-solving, and decision-making skills. (LG 2, 3, 5, 6; LO 4)

View Learning Objectives for the Richards College of Business at http://www.westga.edu/~mgmtbus/learningobj.htm

What you’ll need to do to succeed...

- **Attend class.** My attendance policy is rigid based on the fact that this is a communications course where a lot of our classroom lectures will be hands-on communication exercises. **Therefore, if you miss more than two classes for any reason (including online), you grade will be lowered by one letter grade.** If you miss more than four classes, you may be automatically dropped from the course. So...being absent from class will have a detrimental effect on your final grade. If you must be absent, contact me by phone and/or email immediately to find out what you missed so that you can be prepared for the next class (you may have to make up an assignment depending upon what is missed). Also, if you are more than 10 minutes late, you will be considered absent for the class. Please plan to arrive ON TIME and READY TO PARTICIPATE. If you are absent for a medical or another important “documented” reason, please provide documentation prior to class on the following class date.

- **Prepare and participate.** Come prepared to class (both campus and online) to discuss chapter readings, demonstrate effective communication skills, challenge assumptions, and question solutions. Enrich class discussion by sharing relevant information from your own personal and professional experiences. You will need to keep a “look out” for current events related to our coursework and share them with the class. **NOTE:** If your final grade is “borderline,” your level of class participation may make a large difference!

- **Mind your manners.** Arrive on time and avoid any early exits. If you need to arrive late or leave early, please contact me via email or telephone to let me know ahead of time. Avoid activities unrelated to the class (checking email, working on your computer, sending text messages, etc.). **Be sure cell phones and other messaging devices are off and out of sight during class or class participation points will be DEDUCTED.** Close your computer during peer presentations and class discussions.
- **Hand in professional documents.** Type all documents on 8.5 x 11” letter-quality paper using Times New Roman or Arial with margins of 1” in black ink. Use an appropriate document format and *unjustified* text. Use APA style format as directed. No handwritten corrections are accepted on final copies. Assignments must be saved with .doc or .docx extension. Student work should display the correct spelling, punctuation, and grammar rules for all assignments. Before you come to class, assemble your documents in a report cover, report binder, or stapled (depending upon the assignment) with your name clearly located on the first page/cover page. All assignments are to be turned in at the beginning of class when the assignment is due.

- **Deliver professional presentations.** Speak to the class on the dates you are required to present. Before you present, hand in your presentation (cover page along with 6 slides per handout) to the professor. Dress professionally for all presentations—see photo to the right for minimum dress requirements.

- **Meet every deadline.** Turn in all writing assignments on the dates specified in this syllabus. Submit all activities for CourseDen by the indicated deadline. You will earn a “0” for missing the deadline of an assignment/activity or failing to deliver your presentation as scheduled. If you miss a deadline due to a verifiable emergency, contact me at sehall@westga.edu or (678) 839-4841 immediately, and I will consider a make-up or alternate assignment based on the circumstances (a late penalty may apply).

- **Follow these policies.** As a member of this class, you agree to abide by the policies stated in this syllabus. Asking me to make an exception to these policies breaches our social contract as a group, so please resist the temptation to request special consideration.

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**What you can expect in each class...**

Students will be expected to participate daily through class discussions, reading from the text, developing and delivering a team project, engaging in CourseDen online assignments, presenting orally, analyzing research, and preparing business communication documents.

**Important UWG Policies...**

- **Course Withdrawal.** Refer to the UWG Undergraduate Catalog for specific instructions on the “Withdrawal Policy.” Students who do not “officially” withdraw from the course will receive a “failing” grade. (Fall 2012 withdrawal date is 10/12/12)

- **Academic Honor.** UWG students are expected to achieve/maintain the highest standards of academic honesty and excellence. Therefore, the UWG student pledges not to lie, cheat, plagiarize, or steal in the pursuit of study and is encouraged to report students who do (refer to Student Handbook, Appendix E, Academic Dishonesty). Students who breach the Academic Dishonesty guidelines will receive a “failing” grade in the course.

- **Honors Credit:** Students eligible for honors credit for this class must notify the instructor during the first week of class. No honors credit will be approved after the first week.

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**When there is an online class, what can be expected?**

On the days we have an online class, you must have access to CourseDen. Each day an online class is scheduled, you will need to go in and complete all the activities for the day; there will always be a “Question of the Day” that you will need to complete prior to midnight on that day. **You should expect to spend the SAME amount of time online as you would in a class conducted on the campus (1.25 hours).** Please be sure you plan and include at least 1.25 hours for your online class. The online class will consist of PowerPoint presentations, video lectures, activity worksheets, threaded discussion forums, etc. for you to do...
asynchronously (not at a specific time or synchronous with your classmates). The directions will be clear and you will need to follow the directions for each online class. **NOTE: If you have questions or want to email the professor, please do NOT use CourseDen mail function, but email directly at sehall@westga.edu.**

**What assignments will need to be completed?**
The following assignments will measure your understanding of and ability to apply course concepts to accomplish the learning objectives established for this course. Assignments that are to be completed individually are to be completed 100 percent on your own and without assistance from others. Refer to the PROJECTS folder on CourseDen for each assignment’s expectations and requirements.

<table>
<thead>
<tr>
<th>POINTS</th>
<th>WEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PARTICIPATION</strong></td>
<td>20%</td>
</tr>
<tr>
<td>Class Participation/Online Activities (individual)</td>
<td>720 points</td>
</tr>
<tr>
<td>Aplia Homework Assignments: 5 (individual)</td>
<td>80 points (20 per assignment)</td>
</tr>
<tr>
<td><strong>lowest grade dropped</strong></td>
<td></td>
</tr>
<tr>
<td><strong>PROJECTS:</strong></td>
<td>50%</td>
</tr>
<tr>
<td><strong>TEAM PROJECT:</strong></td>
<td></td>
</tr>
<tr>
<td>Recommendations Proposal (team)</td>
<td>300 points</td>
</tr>
<tr>
<td>Recommendations Proposal Presentation (indv./team)</td>
<td>100 points</td>
</tr>
<tr>
<td>Overall Project &amp; Video Critique Memo (individual)</td>
<td>50 points</td>
</tr>
<tr>
<td>Team Project Meeting Agendas/Minutes (team)</td>
<td>50 points</td>
</tr>
<tr>
<td>Team Presentation Participation Points (individual)</td>
<td>100 points</td>
</tr>
<tr>
<td><strong>INDIVIDUAL PROJECT:</strong></td>
<td></td>
</tr>
<tr>
<td>Job Search Document—FIRST COPIES</td>
<td>50 points</td>
</tr>
<tr>
<td>Job Search &amp; Information Letter</td>
<td>50 points</td>
</tr>
<tr>
<td>Job Interview Thank You Letter</td>
<td>50 points</td>
</tr>
<tr>
<td>Dale Carnegie Leadership Outline &amp; Discussion</td>
<td>100 points</td>
</tr>
<tr>
<td><strong>COURSE ASSESSMENTS:</strong></td>
<td>30%</td>
</tr>
<tr>
<td>Grammar/Mechanics Diagnostic Pretest/Posttest</td>
<td>50/50 points</td>
</tr>
<tr>
<td>Exam 1 (Chapters 1-4, 13)</td>
<td>100 points</td>
</tr>
<tr>
<td>Exam 2 (Chapters 9-12, 14)</td>
<td>100 points</td>
</tr>
<tr>
<td>Course Follow Up Survey</td>
<td>50 points</td>
</tr>
<tr>
<td>Final Exam (OPTIONAL)</td>
<td>(100 points)</td>
</tr>
<tr>
<td><strong>TOTAL POINTS/PERCENTAGE:</strong></td>
<td>2,000 points 100%</td>
</tr>
</tbody>
</table>

**How will I be graded?**
You can earn up to the total amount of points listed above for each assignment/activity. The assignments are weighed according to the percent each represents toward your final grade. While grades are not usually "rounded up," please be aware that meaningful participation and positive contributions to the success of the class may be considered in the case of a borderline grade.

<table>
<thead>
<tr>
<th>UWG GRADING SCALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A= 90-100</td>
</tr>
<tr>
<td>B= 80-89</td>
</tr>
<tr>
<td>C= 70-79</td>
</tr>
<tr>
<td>D= 60-69</td>
</tr>
<tr>
<td>F= 59 -</td>
</tr>
</tbody>
</table>
# Tentative Course Schedule

Class Keys for Meeting Dates:  
C = Campus  
O = CourseDen (online)

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>C</td>
<td>Aug 20 (M)</td>
<td>Class Orientation: Personality Quiz &amp; Communication Assessment</td>
</tr>
</tbody>
</table>
| 2.   | C       | Aug 22 (W)                                                            | Understanding Communication Personnalities in Effective Communication Logon Procedures for Interactive Online Activities | DUE: What is YOUR personality? Reflection  
DUE: (optional) $8.00 for Dale Carnegie Book  
DUE: Registering for Aplia |
| 3.   | C       | Aug 27 (M)                                                            | **ATTENDANCE MANDATORY**  
DUE: APLIA ASSIGNMENT: INTRO TO APLIA  
DUE: APLIA ASSIGNMENT: GRAMMAR/Writing |
| 4.   | C       | Aug 29 (W)                                                            | **PRETEST: Grammar/Mechanics**  
**Diagnostic Pretest**  
DUE: Read Chapter 1  
DUE: Read Chapter 2  
DUE: APLIA ASSIGNMENT: CHAPTER 2  
Bring Scantron Sheet and No. 2 Pencil |
|      |         | **Sept 3 (M): LABOR DAY HOLIDAY**                                     | NO CLASS                                                                 |
| 5.   | C       | Sept 5 (W)                                                            | Ch. 3 – Composing Business Messages  
Ch. 4 – Revising Business Messages | DUE: Read Chapter 3 and Chapter 4  
DUE: COURSE DEN Assignments/Activities |
| 6.   | O       | Sept 10 (M)                                                           | COURSE DEN CLASS:  
Career Planning:  
Ch. 13 – The Job Search, Resumes and Cover Letters  
Ch. 5 – Email & Memorandums  
Dale Carnegie DISCUSSION & Expectations | DUE: Read Chapter 13 & Chapter 5  
DUE: APLIA ASSIGNMENT: CHAPTER 13  
DUE: COURSE DEN Assignments/Activities |
| 7.   | C       | Sept 12 (W)                                                           | Career Planning: Resumes  
Effective Resume Writing Strategies  
Ch. 6 – Positive Messages  
Dale Carnegie Discussion & Review | DUE: Read Chapter 6  
DUE: Dale Carnegie FOREWORD & PART I (Page 1-62) |
| 8.   | O       | Sept 17 (M)                                                           | COURSE DEN CLASS:  
Review for Exam 1: Chapter 1-4, 13  
Student Site – Chapter Review Quizzes | DUE: Read Chapter 7  
DUE: COURSE DEN Assignments/Activities |
| 9.   | C       | Sept 19 (W)                                                           | EXAM 1: Chapters 1-4, 13  
POST-TEST: Grammar/Mechanics | Bring TWO (2) Scantron Sheets and a No. 2 Pencil |
| 10.  | O       | Sept 24 (M)                                                           | COURSE DEN CLASS:  
Career Planning: Cover Letters  
Ch. 7—Persuasive Messages  
Grammar/Mechanics Posttest REVIEW | DUE: Read Chapter 7  
DUE: COURSE DEN Assignments/Activities |
| 11.  | C       | Sept 26 (W)                                                           | Ch. 14 – Employment Interviewing and Follow-Up Messages | DUE: Read Chapter 14 |
| 12.  | O       | Oct 1 (M)                                                             | COURSE DEN CLASS:  
Career Planning: The NEXT steps…  
Effective Interviewing Techniques Applying Interviewing Strategies | DUE: COURSE DEN Assignments/Activities |
The NEXT steps… | DUE: Job Search Memo (salary/job posting)  
DUE: Thank You Letter |
<table>
<thead>
<tr>
<th>Date</th>
<th>Class/Workday</th>
<th>Topic</th>
<th>Due</th>
</tr>
</thead>
</table>
| 14. O  | Oct 8 (M)                                                                     | **COURSE DEN CLASS:** Thinking about the TEAM PROJECT Ch. 9—Informal Reports/Outlines TEAM PROJECT Expectations | DUE: Read Chapter 9  
DUE: APLIA ASSIGNMENT: CHAPTER 9  
DUE: Course Den Assignments |
| 15. C  | Oct 10 (W)                                                                    | Ch. 10—Proposals & Formal Reports                                                        | DUE: Read Chapter 10  
DUE: APLIA ASSIGNMENT: CHAPTER 10 |
| 17. C  | Oct 17 (W)                                                                    | Ch. 11—Professionalism at Work: Business Etiquette, Ethics, Teamwork, & Meetings          | DUE: Read Chapter 11 |
| 18. O  | Oct 22 (M)                                                                    | **COURSE DEN CLASS:** Developing Meeting Agendas/Minutes Conducting an Effective Meeting Dale Carnegie DISCUSSION | DUE: COURSE DEN Assignments  
DUE: Dale Carnegie PART III (Page 147-183) |
| 19. O  | Oct 24 (W)                                                                    | **COURSE DEN CLASS:** Ch. 12 – Business Presentations; Discussion of Team Report & Presentations | DUE: Read Chapter 12  
DUE: APLIA ASSIGNMENT: CHAPTER 12  
DUE: Dale Carnegie PART IV (Page 191-209) |
| 20. O  | Oct 29 (M)                                                                    | **COURSE DEN CLASS:** Review for Exam 2—Chapter 9-12 & 14 – Student Site – Chapter Review Quiz | DUE: Email results of review quizzes (Chapters 9-12, 14) found at [http://academic.cengage.com/login](http://academic.cengage.com/login) to sehall@westga.edu |
| 21. C  | Oct 31 (W)                                                                    | **EXAM 2 – Chapters 9-12, 14**                                                            | Bring Scantron Sheet and No. 2 Pencil |
| 22. O  | Nov 5 (M)                                                                     | **COURSE DEN CLASS/TEAM WORKDAY:** Meet with Team Members to develop Proposal and Presentation | N/A (Work on Team Project) |
| 23. O  | Nov 7 (W)                                                                     | **COURSE DEN CLASS/TEAM WORKDAY:** Meet with Team Members to develop Proposal and Presentation | N/A (Work on Team Project) |
| 24. C  | Nov 12 (M)                                                                    | **TEAM PROJECT PRESENTATIONS**                                                            | **ATTENDANCE MANDATORY**  
DUE: Team Presentation (for teams presenting)—class may end approximately 5 minutes late |
| 25. C  | Nov 14 (W)                                                                    | **TEAM PROJECT PRESENTATIONS**                                                            | **ATTENDANCE MANDATORY**  
DUE: Team Presentation (for teams presenting)—class may end approximately 5 minutes late  
DUE: Team Project Proposal and Presentation |
|        | Nov 19 (M)                                                                    | **THANKSGIVING RECESS**                                                                   | NO CLASS |
|        | Nov 21 (W)                                                                    | **THANKSGIVING HOLIDAY**                                                                  | NO CLASS |
| 26. C  | Nov 26 (M)                                                                    | **TEAM PROJECT PRESENTATIONS**                                                            | **ATTENDANCE MANDATORY**  
DUE: Team Presentations (for team presenting)—class may end approximately 5 minutes late |
| 27. C  | Nov 27 (W)                                                                    | **CONCLUSION OF COURSE:** Dale Carnegie Discussion and Outline                             | **ATTENDANCE MANDATORY**  
DUE: Overall Project & Video Critique Memo  
DUE: Course Survey—found on CourseDen  
DUE: Dale Carnegie Outline & Cover Page |
<table>
<thead>
<tr>
<th></th>
<th>Dec 3 (M)</th>
<th>ABED 3100 – 2:00 – 4:30 p.m.</th>
<th>Bring Scantron Sheet &amp; No. 2 Pencil</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dec 5 (W)</td>
<td>ABED 3100 – 11:00 – 1:30 p.m.</td>
<td>Bring Scantron Sheet &amp; No. 2 Pencil</td>
</tr>
<tr>
<td></td>
<td>Dec 5 (W)</td>
<td>ABED 3100 – 2:00 – 4:30 p.m.</td>
<td>Bring Scantron Sheet &amp; No. 2 Pencil</td>
</tr>
</tbody>
</table>

**NOTE**

Tentative Course Schedule/Assignments/Due Dates – Subject to daily/weekly changes based on class progression/CourseDen availability. Students are responsible for checking CourseDen on a daily basis for updates and course information. Grading rubrics for assignments will be distributed/discussed in class.
How to access your Aplia course

Hall, ABED 3100 (Guffey 9e) Fall 2012

Instructor: Dr. Susan Hall
Start Date: 08/20/2012
Course Key: SABH-N59S-EP3Q

Registration

Aplia is part of CengageBrain, which allows you to sign in to a single site to access your Cengage materials and courses.

1. Connect to http://login.cengagebrain.com/

2. If you already have an account, sign in. From your Dashboard, enter your course key (SABH-N59S-EP3Q) in the box provided, and click the Register button.

   If you don't have an account, click the Create a New Account button, and enter your course key when prompted: SABH-N59S-EP3Q. Continue to follow the on-screen instructions.

Payment

Online: Purchase access to your course (including the digital textbook) from the CengageBrain website.

Bookstore: Purchase access to Aplia from your bookstore. Check with the bookstore to find out what they offer for your course.

**IMPORTANT**

For students who would prefer a printed copy of the book, you have the option to purchase a physical book at a discounted price after paying for the electronic book and resources (required for the course). If you choose to pay later, you can use Aplia without paying until 11:59 PM on 09/09/2012.
UNCOVER YOUR HIDDEN ASSETS -- YOU CAN FILL EACH DAY WITH EXCITEMENT AND A SENSE OF SATISFACTION!

Even if you love your work, you probably have days when almost nothing goes right. Bestselling author Dale Carnegie shows you how to make every day more exciting and rewarding -- how you can get more done, and have more fun doing it. Dale Carnegie's time-tested advice will help you to:

• Make other people feel important -- and do it sincerely

Book Description
Publication Date: January 2, 1990

How To Enjoy Your Life And Your Job [Mass Market Paperback]
Dale Carnegie (Author)

Price: $7.99 & eligible for FREE Super Saver Shipping on orders over $25. Details

In Stock.
Ships from and sold by Amazon.com. Gift-wrap available.

Want it delivered Saturday, January 7? Order it in the next 20 hours and 13 minutes, and choose One-Day Shipping at checkout. Details

42 new from $2.36 86 used from $0.01
5 collectible from $9.90

Formats
Amazon New Used
Kindle Edition -- $7.99 --
Hardcover -- $8.42 $0.01
Paperback -- $2.06 $1.96
Mass Market Paperback $7.99 $2.36 $0.01
Audio, CD, Audiobook, CD, Unabridged $22.79 $14.56 $11.90
Audible Audio Edition, Unabridged $17.95 or Free with Audible 30-day free trial

Frequently Bought Together
Price For All Three: $33.58
THINGS TO DO FOR
WEDNESDAY, AUGUST 22, 2012

Welcome to your FIRST class. During the next days, please read over the syllabus in entirety in order to avoid any confusion. Between now and Wednesday, you will need to:

1. Register for APLIA. Read over the instructions attached to the syllabus (check out the PowerPower Directions on CourseDen under Monday, 8/22/12 class). If you are planning to pay by check you will need to send it in within the determined grace period or pay by credit card immediately. The price is $70.00. This price includes your electronic textbook and resources.

2. Order or bring in $7.99 ($8.00) for Dale Carnegie book. Cash or check (if check, make it out to Susan Hall).

3. TYPE a brief reflection (approximately 6 to 8 sentences) related to your personality trait indicators...you will need to:
   - Read over the description of your four letter personality.
   - Write approximately 6-8 sentences. One sentence as introduction and one sentence as a conclusion.
   - The middle sentences will consist of a minimum of four pieces of information related to YOUR personality letters. You should indicate if you feel the information is TRUE or FALSE and WHY. NOTE: You can use information from the actual description or the information on the bottom of the description. You can also use key phrases you answered YES to on the survey.
   - Double-space and TYPE (do NOT handwrite) this information into a paragraph format. Please be reflective and proofread by ensuring proper grammar, punctuation, spelling...this will be my first sample of your writing. You can just type your name at the top or bottom of the page; you do not need to submit a cover page, etc.

I hope you enjoy this class...by the end of the course, you should feel that your communication skills and leadership skills have increased. You should feel more comfortable in being able to speak, read, listen, and write for a purpose. Take care!