Pre-requisites:
COMM 111, XIDS 1004, ENGL 2050, THEA 2050, ART 2000, PHIL 2020, COMM 1100, SPAN 1001, SPAN 1002, FREN 1001, FREN 1002, GRMN 1001, GRMN 1002 or ENGL 1101; Minimum Grade: C

Textbook:
eBook version required — Refer to CourseDen for details on obtaining eBook with resources

Course Overview:
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
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).

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)
Requirements for Course:

- **Attendance.** I will take attendance each class. This is a hybrid course consisting of both lectures and online study. Classes will consist of both lectures and hands-on communication exercises. If you miss more than four classes, your course grade may be lowered by one letter grade. Therefore 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!

- **Classroom Courtesies.** 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.) or points will be deducted. **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. 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. All assignments are to be turned in at the end of class when the assignment is due or be counted as missing.

- **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—this will be a must in a business environment.

- **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 khilderh@westga.edu or (678) 839-5425 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.
**Expectations for Class Lectures:**

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:**

Common Language for Course Syllabi. Please carefully review the information at the following link. The document at this link contains important information pertaining to your rights and responsibilities in this class. [http://tinyurl.com/UWGSyllabusPolicies](http://tinyurl.com/UWGSyllabusPolicies)

**Credit Hour Policy (3 credit hours):**

For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

**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.

**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, and 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.

**Expectations for Online Studies:**

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 frequently be an assignment for that 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. 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 use CourseDen mail function.**

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 ASSIGNMENT folder on CourseDen for each assignment’s expectations and requirements.
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<thead>
<tr>
<th>PARTICIPATION</th>
<th>POINTS</th>
<th>WEIGHT</th>
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<tbody>
<tr>
<td>Class Participation/Online Activities</td>
<td>600 points</td>
<td>20%</td>
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<tr>
<td>Homework Assignments (4 Assignments)</td>
<td>200 points</td>
<td>800 Total</td>
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**PROJECTS:**

**TEAM PROJECT:**

- Recommendations Proposal - RFP (team) | 300 points |
- Overall Project Critique Memo (individual) | 50 points |
- Team Presentation Participation Points (individual) | 100 points | 550 Total |

**INDIVIDUAL PROJECT:**

- Job Search Documents—Resume—FIRST COPY | 50 points |
- Job Search Documents—Cover Letter | 25 points |
- Job Search Documents—Thank You Letter | 25 points |
- Job Search Documents—Resume—REVISED COPY | 100 points |
- Job Search Documents—Linked-In Profile | 100 points | 300 Total |

**COURSE ASSESSMENTS:**

- Grammar/Mechanics Diagnostic Pre-test/Post-test | 50/50 points |
- Exam 1 (Chapters 1-8) | 100 points |
- Exam 2 (Chapters 9-14) | 100 points |
- Course Follow Up Survey | 50 points | 350 Total |
- Final Exam (OPTIONAL) | (100 points) |

**TOTAL POINTS/PERCENTAGE:**

- 2,000 points | 100% |

**Grading System:**

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>
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<tr>
<td>A</td>
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<td>C</td>
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<td>D</td>
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<td>E</td>
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### ABED 3100-02D (Tentative Course Schedule)

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

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
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</thead>
</table>
| 1.   | C      | Aug 28 (R) Class Orientation | Overview of Course Understanding Communication Personalities in Effective Communication Communication Pre-Assessment Chap. 1 – Communication Skills” pg. 1-6 | DUE: Acquire eBook on Cengage  
DUE: Read Chap. 1 |
DUE: Personality test and self-evaluation  
See CourseDen for URL and assignment  
DUE: Read Chapter 2  
DUE: Grammar/Writing Exercise Bring No. 2 Pencil |
DUE: CourseDen Assignments/Activities  
DUE: Grammar/Writing Exercise Bring No. 2 Pencil |
| 4.   | C      | Sep 18 (R) O Chap. 5 – “Email & Memorandums” Chap. 6 – Positive Messages”  
2nd half of class (Student Review Quizzes) Review for Exam (Chap. 1-6, 13) | DUE: Read Chapter 5 and 6  
DUE: First Copy – Resume, Cover Letter  
Complete at home the chapter review quizzes and for chapters 1-6 & 13 and e-mail results via CourseDen by 11:59 pm |
| 5.   | C      | Sep 25 (R) EXAM 1: Chapters 1–6, 13 | Bring No. 2 Pencil |
| 6.   | O      | Oct 2 (R) Chap. 7 – “Negative Messages”  
Chap. 8—“Persuasive Messages” Grammar/Mechanics “REVIEW” | DUE: Read Chapter 7 and 8  
DUE: CourseDen Assignments/Activities  
DUE: Read Chap. 14 (related to job search) |
DUE: CourseDen Assignments/Activities  
DUE: Job Search Memo (salary/job posting)  
DUE: Job Search Documents—FIRST COPY |
| 8.   | O      | Oct 16 (R) Chap. 9—“Informal Reports” Chap. 10 – “Proposals and Formal Reports” Developing your “Project Outline” | DUE: Read Chapter 9 and 10  
DUE: Meet with Project Team to develop outline |
| 9.   | C      | Oct 23 (R) Ch. 11—“Professionalism at Work: Business Etiquette, Ethics, Teamwork, & Meetings” Developing Meeting Agendas/Minutes Conducting an Effective Meeting | DUE: Read Chapter 11  
DUE: CourseDen Assignments/Activities |
| 10.  | O      | Oct 30 (R) Ch. 12 – “Business Presentations; Discussion of Team Report & Presentations” Review for Exam 2—Chapter 7-12 & 14 Student Site — Chapter Review Quiz & Review for Post-Test Grammar/Mechanics | DUE: Read Chapter 12  
DUE: CourseDen Assignments/Activities  
Complete at home the chapter review quizzes for chapters 7-12 & 14 and e-mail results via CourseDen by 11:59 pm |
<p>| 11.  | C      | Nov 6 (R) EXAM 2 – Chapters 7-12, 14 POST-TEST: Grammar/Mechanics | Bring 2 No. 2 Pencils |</p>
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>12.</td>
<td>O Nov 13 (R)</td>
<td>TEAM WORKDAY: Meet with Team Members to develop Proposal and Presentation</td>
<td>N/A (Work on Team Project)</td>
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<tr>
<td>13.</td>
<td>C Nov 20 (R)</td>
<td>TEAM PROJECT PRESENTATIONS</td>
<td><strong>ATTENDANCE MANDATORY</strong>&lt;br&gt;DUE: Team Presentation</td>
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<td>Nov 27 (R)</td>
<td>Thanksgiving Holidays</td>
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<tr>
<td>14.</td>
<td>C Dec 4 (R)</td>
<td>CONCLUSION OF COURSE: TEAM PROJECT PRESENTATIONS</td>
<td><strong>ATTENDANCE MANDATORY</strong>&lt;br&gt;DUE: Team Project RFP Proposal and Presentation</td>
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<tr>
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<td>FINAL EXAM (OPTIONAL)</td>
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<td></td>
<td>C Dec (R)</td>
<td>ABED 3100 – Dec 11 (5:00 – 7:30)</td>
<td>Bring No. 2 Pencil</td>
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**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.