



**Department of Marketing, Entrepreneurship, Hospitality and Tourism**  
**Spring 2019- T/TH: Sec 13 (9:30am); Sec 12 (11am); Sec 14 (2pm); Sec 4 (3:30pm)**  
The syllabus and course schedule are subject to change.

**Instructor Information:**

**Instructor:** Monti Beasley

**Class Location:** BRYN106

**Office Hours:** T/TH: 12:15-1:45pm in Bryan 374 **via Starfish appointment signup**; Or before/after class; Or email to make appointment if these days/times are inconvenient. I'm here to help!

**E-mail:** m\_beasle@uncg.edu This is the best way to contact me and e-mails will be responded to as quickly as possible but please allow 48 hours –next business day.

**Course Info:**

**Catalog Description:** Business and professional communication: job search skills; teamwork; communication technology; verbal and non-verbal strategies. Emphasizes effective persuasive, inter-personal, intercultural, and organizational strategies through business styles, formats, and presentations.

**Credits:** 3 hours; SI: Speaking Intensive; WI: Writing Intensive

**Prerequisites:** Junior standing, admission to approved program, proficiency with Canvas, MS Word and PowerPoint

**Course Materials and Requirements:**

**Textbook:** *Writing That Works: Communication Effectively on the Job* by Oliu, Brusaw and Alred, 12th Edition.

**Canvas and iSpartan email Proficiency:** Login to <http://canvas.uncg.edu> use your iSpartan username/password  
**MS Word and PowerPoint Proficiency**

**The Bryan School of Business and Economics Mission Statement:**

In the Bryan School of Business and Economics, we create and disseminate knowledge about the theory and practice of business. In addition to our courses and research, we accomplish this through hands-on projects, global experiences and outreach to the community. Our work produces principled leaders and exceptional problem solvers who have a global perspective, an innovative perspective, a broad understanding of sustainability and a commitment to improve the organizations in which they work and the communities in which they live.

**Common to All Business Students, You Will:**

1. Implement the various steps of the critical thinking process, supported by the appropriate use of analytical and quantitative techniques, to formulate recommendations for subsequent decision-making.
2. Apply appropriate ethical standards when making recommendations for business decision-making.
3. Evaluate business decisions in the context of sustainability goals, balancing environmental, social and economic needs, conditions and potential decision impacts.
4. Formulate appropriate strategies, in the context of global issues and forces, to improve business performance in the world economy.
5. Explain the roles of innovation and innovation management in achieving successful business strategies, decisions and performance.
6. Plan, schedule, contribute to and lead projects.

**Accommodations for Students with Disabilities:** The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling 336-334-544 or visiting them in Suite 215, EUC. Please contact them in the first week of school and pass paperwork to the instructor as soon as possible so that provisions can be set up (no later than 3<sup>rd</sup> week of the semester).

**Health and Wellness:** Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

### **MKT309 Course Overview and Philosophy:**

In this course, we will be studying communication from thinking & problem-solving to writing and speaking in a real-world experience with a real business client. To be a good communicator, you must understand yourself, others, emotions and emotional management. We will study the innovative practices, and human behavior (communication) in order to be better communicators and better problem-solvers. The study information is presented to you in multimedia mediums and is sequenced into a performance-based course. Since knowledge and skills improve through practice, you are graded on your performance activities. More specifically, you are graded on what you say (content) and how you say it (delivery).

We are endeavoring to have students experience deep learning, and it is the expectation of the Bryan School that students work on real projects for real organizations. Therefore, each term all the MKT309 sections have a hands-on project on a client's real business need. If for any reason you are uncomfortable with the client or the project you are welcome to drop the course and take it at a future date when there will be a different client and project. The educational ideas/products that are delivered to the client at the end of term are a polished innovation report and a persuasive presentation. Lastly, the course is highly collaborative and as such, you will have group work in addition to individual work.

**Course Student Outcomes:** Upon successful completion of Business Communication, students will meet the Student Learning Goals of the Collaboration, Communication and Knowledge-Integration goal (#6 above) and Innovation (#5 above). More specifically, you will also meet various learning components of the critical thinking, ethical decision-making, and strategy formulation, with audience considerations relative to global and multicultural facets. Specific course objectives are noted below:

1. Understand the importance of effective communication in the workplace.
2. Identify communication strategies to business situations.
3. Create responses to communication needs.
4. Conduct business research for evidence-based writings & presentations.
5. Use accurate documentation of sources.
6. Write concise and organized documents using the appropriate format.
7. Use the three-step writing process.
8. Write reports based on the evaluation of data.
9. Develop and demonstrate effective oral presentations with verbal and nonverbal proficiencies.
10. Understand the positive human capacities for deep insight, collaboration, and innovative problem solving
11. Develop skills to conceive, research, prototype, and design innovations using verbal, nonverbal, visual-figurative, and written forms of communications

**This course is classified as Writing and Speaking Intensive (WI/SI).** As noted on the website, The General Education Learning Outcome for a WI course is “*Students will be able to write and speak in genres appropriate to the discipline(s) of the primary subject.*” As such, this course will promote your ability to write clearly, coherently and effectively as well as adapt mediums of communication specific to the needs of your audience. In line with these outcomes, the following are essential components of this WI course:

1. You will have topical study of the Three-phase Writing Process and of business speaking content to verbal and nonverbal aspects.
2. You have a preparation assignment that is graded as “Complete/Incomplete.” You will receive feedback to apply to the final writing/speaking assignment.
3. You have ungraded assignment opportunities. In these experiences, you are expected to apply the feedback. Participation in ungraded assignments is required.
4. You will receive instructor feedback. With each assignment, feedback (instructor and peer) is provided to you to improve your skills and, I expect to see this feedback applied to all final versions.
5. You will receive peer feedback. These assignments are considered equivalent to in-class workshop time. Do NOT miss offering your classmate information. It is your responsibility to be a contributing business professional. If you do not participate (with quality posts), you will reduce your grade.
6. You are invited to see the guidance of The Writing Center and The Speaking Center; they work virtually as well as face-to-face.
7. If you have a relevant or physical, linguistic or psychological disability related to the assessment of this competence (such as a speech impediment), please seek the Disabilities office for appropriate documentation and submit it within the first two to three weeks of the course.



**Teaching Method:** This course is taught in a ‘flipped’ structure. A ‘flipped’ classroom is a pedagogical approach that inverts the traditional “lecture/homework.” You are to do passive work (like reading the textbook, additional articles and examples, watch videos, review text of PowerPoints, take quizzes) outside of class; while the collaborative, problem-solving, decision-making and applying content learned and putting it into practice will be done in class. Classes incorporate activities/assignments; you will contribute to discussions, problem-solve, and engage in group activities and converse with guest speakers. You will be participating in hands-on activities to reinforce your learning, and practically apply your knowledge through speeches and projects. It is important to have read the assigned chapters BEFORE class, so that you will be able to participate in discussion and concept application. Therefore, you MUST prepare for class; class participation is a significant portion of your grade.

### **Resources:**

- Syllabus and Course Schedule. Please note the following: Before asking or e-mailing a question, reference this Syllabus and Course Schedule. If you e-mail a question already addressed in these documents, you will not receive a response. It is your responsibility to read and re-read these documents carefully.
- Resources for Plagiarism and Academic Integrity:  
<https://drive.google.com/file/d/oBorFGGhJvbDHUEsSZmFFaWfmb00/view>
- Read, understand and abide by the Bryan School's Guidelines for Ethical and Professional Behavior of Students and Faculty: [https://bryan.uncg.edu/wp-content/uploads/2017/08/faculty\\_student\\_guidelines.pdf](https://bryan.uncg.edu/wp-content/uploads/2017/08/faculty_student_guidelines.pdf)
- Peer/Instructor feedback within Canvas: <https://guides.instructure.com/m/4212/1/352349-how-do-i-view-assignment-feedback-comments-from-my-instructor-using-crocodoc-annotations>
- The University Speaking Center: <http://speakingcenter.uncg.edu> (Requires appointment to be made 2 days before your presentation).
- The University Writing Center: <http://writingcenter.uncg.edu>
- UNCG Career Services Center: <http://csc.uncg.edu>
- University Libraries (Steve Cramer smcramer@uncg.edu): <http://uncg.libguides.com/sth>  
<https://uncg.libguides.com/mkt309>
- 6-TECH Technical Support: <https://its.uncg.edu/help/> or at 336.256.8324
- APA Format on Purdue Owl Website: <https://owl.english.purdue.edu/owl/resource/560/01/>
- Spartan Alert: <http://spartanalert.uncg.edu> Please note: Use this link to check for University Status, Alerts and Announcements including updates regarding Adverse Weather. For adverse weather, we will follow the University schedule; look for make-up work via a Canvas announcement.

### **Course Policies and Procedures:**

**Plagiarism, Falsification of Course Documents or Cheating:** Students are expected to abide by the UNCG Student Code of Conduct and act with academic integrity as articulated in two weblinks: <http://sa.uncg.edu/dean/academic-integrity/> and <http://sa.uncg.edu/handbook/student-code-of-conduct/> In keeping with these policies, *evidence of academic dishonesty, including cheating on an exam or submitting another person's work as one's own, will automatically result in a failing grade for the course and disciplinary review by the University.*

Plagiarism is also a form of academic dishonesty. It includes passing off someone else's work (like another student's paper) or ideas as one's own, or paraphrasing material from a source (e.g. the Internet) without proper acknowledgement and citation (whether from web or hard copy sources). Changing one or a few words from an original source can constitute plagiarism. *The instructor will use an electronic service to check for plagiarism on all assignments.* To avoid plagiarism, do not copy from your sources. You are expected to read the material, and then express the ideas in your own words while giving credit to the source. ***Plagiarism is such a serious offense it is grounds for expulsion from the University*** and can mar your academic transcripts and reduce prospects for hiring and graduate program admission. See the above weblinks or consult with the instructor before submitting any assignment if you are unclear about what constitutes plagiarism. All cases of academic dishonesty will be vigorously pursued and brought before UNCG's student disciplinary committees.

Falsification includes forging another student's signature on a sign-in sheet, taking an exam for another individual or screen sharing, re-using another student's assignment from previous semesters, and paying a service or another individual to write an assignment for you.

**Electronic Devices:** Cell phones, Laptops, iPads, pagers, etc. are prohibited during class (unless otherwise instructed). You may be asked to leave when not adhering to this policy; this will result in an absence.



**Attendance and Tardiness:** In the business world, absence and tardiness may result in disciplinary action and or termination. In this course, attendance is mandatory as well as arriving to class on time and staying for the duration. Doors are shut when class starts. *Later arrival or early departure constitutes an absence and will be marked as such.* Punctuality is valued because business values it. Attendance will be recorded each day, and it is your responsibility to sign-in or you will be assumed absent. Three (3) absences are permitted (not preferred). **5 absences equate to receiving a F for this course unless** you have an extenuating/special circumstance(s) accompanied by the Dean of Students' letter to me! If you **miss 4 classes**, you'll receive 0% for Attendance/Participation. Email your instructor in the first week of classes if any class date or assignments conflict with your religious practices.

**Participation:** The Bryan School is a professional school dedicated to preparing students for careers in business. Proper classroom climate assists students in developing the skills that contribute to their future career success. These classroom policies promote and maintain a professional atmosphere in the classroom conducive for learning. Students are to treat fellow students, the instructor, graduate assistant, and classroom guests with the utmost respect and courtesy by...

- Thoughtful listening and interaction: Participating in lecture activities, in-class writing sessions, which will be used to apply and expand course information and, at my discretion, may be counted as your participation/attendance credit. If you are absent, you are not eligible to receive participation credit for any type of in-class activities (these are in-class ONLY and cannot be made up).
- Muting and putting away all cell phones, pagers, tablets, and laptops upon entering class (none are not permitted for note-taking and can only be used in class upon instruction). No texting allowed!
- Refraining from side conversations, reading a book, typing on a laptop or tablet or being on social media.
- Arriving for class on time and leaving at the end of the designated period - Do not start packing your belongings until the instructor indicates the class is complete.
- Being professional by respecting others' views that may differ from their own, and using appropriate language
- Supporting the instructor's ability to teach and other students' ability to learn.
- Refraining from loud, distracting, aggressive behaviors and communications toward others (derogatory comments or threatening actions will not be tolerated).
- Not sleeping in class, be attentive and ask questions. If you're sleepy – stand at the back/side of the classroom.
- Being fully prepared for each class, which also includes referencing this Syllabus and Course Calendar regularly and completing all homework prior to class and contributing thoughtfully to class discussions.

**Required Final Exam Days for this Spring 2019 Semester:**

9:30 TR Class – Tues, May 7th from noon-3pm  
11:00 TR Class – Thurs, May 9th from noon-3pm

2:00 TR Class – Thurs, May 9th from 3:30-6:30pm  
3:30 TR Class – Tues, May 7th from 3:30-6:30pm

**Deadlines:** By enrolling in this course, you agree to the course timeline, deadlines and responsibilities. You are to manage your time accordingly – everyone has personal and professional responsibilities to manage. During the first week, review the course and either make a full commitment to the course and its timeline or drop the course and take it in the future when you can fully commit. Part of this commitment is working in a group throughout the entire semester, both in and out of class time. **You MUST be flexible with your time to allow for external group meetings.** Assignments are consistent with advanced level (junior standing and above) university coursework. Additionally, if you cannot **allocate at least 2-4 hours per day outside of class (or a bare minimum of 6 hours per week)** as recommended by The Dean of Students Office, you should drop the course.

**Email Etiquette:** I care about writing excellence, so when you email me, ALWAYS do your best.

1. Before emailing with a question, review the syllabus, outline, or assignment instructions. Read the written instructions for an assignment more than once before emailing a question. Assignment feedback/help will not be given via e-mail, if the answer is clear in the syllabus/assignment. Perhaps, you should check your question with a classmate.
2. Make sure that your email clearly identifies **who you are**. Include your name at the end of the email, as you would in a letter. If your name, as you use it, is not the same as the name in the college system (which is what I will see in Canvas), please include both. Use your preferred name but enclose your full name as you are registered in class. With over 250 students per semester, I cannot track all names to class.
3. Make sure that your email clearly identifies **which class you attend**. Include the Course Section (-14) OR most likely, your email will not be answered. Place this info on the TOP LINE (or subject line) of your email.



4. There should be a subject in the subject line, a formal salutation and name (for example “Dear Prof. Beasley” rather than “hey”), and the request made with sufficient time to receive a reply. Clearly identify the subject of your email. If you are asking a question about an assignment, make that clear. Put "Speech 1 Question" in the subject heading.
5. Make sure that your message is clear. Be very specific and brief and always paragraph. You know what you are working on or thinking about when you write your email, but the person who reads it doesn't know what you are thinking if you aren't clear. Statements like "I am confused about the assignment" are often meaningless to a Professor; s/he won't know what confuses you or even what specific assignment to which you are referring. Note capitalized “I”.
6. Do not say something electronically that you would not say in person. Sending me an inappropriately written email may result in a request for you to re-write your email before I respond to the content.
7. Do NOT send e-mails through the Canvas Inbox (attachments do not always work in the Canvas system).

**Assignments and Associated Percentages:**

**Grading Matrix:**

A = 93.5-100%, A- = 90-93.49%, B+ = 86.5-89.99%, B = 83.5-86.49%, B- = 80- 83.49%, C+ = 76.5-79.99%, C = 73.5-76.49%, C- = 70-73.49%, D+ = 66.5-69.99%, D = 63.5-66.49%, D- = 60-63.49%, F = 59.99% or below

**Assignments:**

**Percentage of Total Grade:**

Individual Assignments (70%)	
Indiv. Writing Assignments (WI)	20%
Indiv. Speaking Assignments (SI)	15%
Chapter Quizzes (Content)	5%
Discussion Posts (WI)	7%
Final Exam Reflection (Content & Innov)	8%
Participation/ Attendance/ Professionalism/ Group Evals. (P)	15%
Group Assignments (30%)	
Group Writing Innovation Report (WI & Innov)	15%
Group Speaking Project Presentation (SI & Innov)	15%

**Grading:** Accountability is highly valued in this course (as in business). Each person is accountable to her/his contribution, and his/her grade will reflect contribution. Therefore, group grades are adjusted for individual contribution. There is no receiving a group “A” grade if you did not contribute or contributed poor work to the team. Grades are my sole decision and are not negotiable. You are to manage your emotions related to your performance and the resulting score. If you scored lower than you expected, my suggestion is for you to carefully review the professor and peer feedback, have it reviewed by the Writing Center, then schedule with me for a one-on-one review appointment for further explanation. You are held accountable for your skill development as learning progresses. This premise means grading gets more rigorous as we move forward. An ‘A’ score on the first assignment is most likely not ‘A’ quality performance on the final assignment. Other:

- It is your responsibility to check Canvas for grades. Be advised: Grades posted in Canvas will not be discussed/reviewed after 14 business days. Do not wait until the end of the term.
- Do NOT ask for a grade reconsideration. Do not email me after searching for something to use to justify an increase in your score. Do not tell me you are a 4.0 student with the intention to influence me to post a higher grade. **Under no circumstances will grades be negotiated**, whether electronic or in-person, with the instructor or graduate assistant. Questioning the veracity of grades or expertise by which evaluations have been made will not be entertained. Only if a mathematical calculation is possibly erroneous, should a question be raised.
- Given the depth and quantity of resources and information provided with this course, all assignments will be graded critically and unsympathetically. As previously stated, be responsible and utilize all resources provided (PowerPoints, assigned readings, activities, videos, etc.). Resources and information have been carefully selected to help you understand course materials and aid in completing assignments. If you choose not to use the resources and information provided in this course, you choose to lower your grade significantly, and you may not pass this course.
- Some aspects/assignments may be ambiguous. The managing of ambiguity and uncertainty, and the ability to defer judgement, are key thinking skills that impact your problem-solving skills. Life is full of ambiguity and uncertainty (We will study this). And, while every attempt to be clear is made on content and assignments, each person has a different view of life; therefore, if you have questions or feel unclear, it is your responsibility to ask a question.
- Assignments will be graded as quickly as possible (**minimum of 12-14 business days**). To determine a general time frame for when your assignment will be returned, count 14 business days after the day it is turned in. Additionally,



since assignments do not build off each other and differ in format, concept and scope, you may turn in one assignment, prior to receiving a grade from a previous assignment.

- Final course **grades are not rounded up**. When final grades are complete in Canvas, 24 hours later final grades will be posted to Genie.
- Grades are not “given,” they are “earned” based on your demonstrated performance. As in the business world, you are evaluated on your performance, not on effort. Therefore, as a performance-based course, you are graded on your performance activities, not on effort. Remember, the key to excellence is practice!

### Submitting Assignments:

Follow assignment directions carefully and submit your work as requested. Points will be deducted if you do not. Understand, in the business world, not following directions can negatively impact your credibility and may result in lost promotions and or, in termination. To ensure successful submission of your Canvas assignments:

1. Late work is not accepted; you will receive an automatic zero for the assignment. No make-up work is offered.
2. No extra credit is offered.
3. Submit assignments in advance of the designated due date/time to allow for any unforeseeable technical difficulties preventing a timely and successful submission.
4. Be sure to post the correct file/version of your assignment. Assignments will not be re-graded due to an incorrect file submission. Use **ONLY MS Word** for Writing documents and **PowerPoint** for presentation software. *Under no circumstances will a student's failure to submit the correct file on behalf of the team by the deadline result in a pass for the rest of the team. Hence it is highly recommended that files be double checked for proper submission by the entire team.*
5. If posting/submitting an assignment early, it is considered complete and may be subject to early grading. Assignments will not be re-graded if already graded.
6. Save your work as a Word file, use 12 pt. font and follow this specific document naming convention: FirstNameInitialLastNameAssignmentNameMKTSection#.doc. For example: MBeasleyResumeMKT14.doc
7. Go to <http://guides.instructure.com> for information on supported browsers for Canvas.
8. If you encounter problems submitting your Canvas assignment, you are to first contact 6-TECH Technical Support at 336.256.8324 or at 6-tech.uncg.edu and open a Service Desk Ticket. Second, inform me of the problem via an e-mail, which **includes your Service Desk Ticket number**.

**Assignment Prep:** For the preparation work associated to the speaking and writing assignments, you must have all pieces posted on time for full credit. If you chose to not complete the PREP or DRAFT portions of the assignment then you chose to lower your grade for EACH part of the assignment.

**Peer Feedback:** You will have the opportunity for peer feedback. We will practice delivering honest and respectful feedback on writings and speeches that is not emotionally negative. Your job is to offer quality feedback on peer work, as well as learn how to manage any negative feelings you might have to the information you receive. Receive the information as a gift not as a negative. A second purpose to our feedback work is for you have a way to expand your thinking and problem-solving skills. In seeing how others solved the problem differently than you, you expand your skills. You are NOT to offer empty compliments, and they will be dismissed, resulting as incomplete for your grade! You are to offer three items of what a person did well, and three suggestions for improvement. As I am grading, I'll review what is posted, and if I perceive the post as disruptive to the receiver, I will delete it, and this deletion will reduce your required contribution and potentially reduce your feedback grade. Quality matters to your grade. You will receive your peer feedback participation grade at the end of term.

**Instructor Feedback:** Instructor feedback is provided (via Turnitin or Crocodoc) to you to improve your business writing skills and techniques. Review, study and APPLY-forward all the assignment feedback (annotations) offered to you. I expect to see this feedback applied to all future assignments including Writing, Research, Speaking, etc. If English is your second language, you are strongly encouraged to seek this assistance (such as the Writing Center). Turnitin documents will be attached to feedback in Canvas and here are the step-by-step directions for students to view their feedback in Crocodoc. <http://guides.instructure.com/m/4212/1/352349-how-do-i-view-assignment-feedback-comments-from-my-instructor-using-crocodoc-annotations>

### Writing Assignments:

There are three individual Writing assignments in addition to your group project report. Specific instructions for each assignment will be posted in the Canvas assignment. As a WI business communication course, revising your work is an important part of the Three-Step Writing Process and necessary to produce high-quality, professional documents.



### **Speaking Assignments:**

There are two Speaking assignments in addition to your group teaching and project report presentation. Specific instructions for speaking assignments will be posted in the Canvas assignment. To ensure fairness to all students, be advised of the following:

- There are no make-up days for speeches. If you miss (e.g. forget your speech day) and or are absent on day(s) you are assigned to present, you will receive zero for your speech. Additionally, do not be late on your speech day. If you arrive late (after your name is called), you will receive a zero for the assignment.
- Do not walk into/out of the classroom during a student's presentation; instead, wait until s/he has completed.
- If you wish to use a presentation advancer, it is your responsibility to bring or borrow one. Instructor advancer is not available for general use.
- You must complete a consultation at the UNCG Speaking Center for the group presentation, PRIOR to your class presentation. The Speaking Center requires an appointment two-days before your speech for scheduling (contact them for their days/hours of operation. Do not offer excuses as to why you were not able to complete this as required. Proof of visit is required (upload picture of your confirmation paperwork provided to you).
- During the speeches, you will participate by offering positive feedback to the speaker and/or be a timekeeper or video recorder.
- Use your own phone or video equipment to record your presentation. You are to review it and include what you learned about yourself in your speaking reflection.
- If you are feeling intensive anxiety, I invite you to talk with me.
- If you speak with an accent, consider speaking a little slower to give the audience listening interpretation time.
- Upload the completed/updated Speech Documents by 5pm the night before, at the latest.
- Contact the University Speaking Center for additional assistance and resources to aid in writing your outline and delivering your speech (face-to-face and online consultations are available). If English is your second language, you are strongly encouraged to seek this assistance.
- Graded feedback on this work will be available in Canvas. I expect to see this feedback applied to all future assignments.
- Read, re-read and follow specific assignment directions carefully and submit your work as requested. Points will be deducted if you do not.

### **Innovation Project:**

Students will work throughout the semester on an innovation project as a means of learning to how to communicate, collaborate, research, problem solve, and design an innovation in a real-world context. Although innovation is typically thought of as a new product or service, it can be any new or improved product, process, system, or model that addresses a market or operational opportunity or challenge. The core components of Design Thinking methods and innovation practices will be taught through the innovation project and business communications assignments. This way clarity, structure, insight, persuasion, and other key principles of impactful business communications, along with the ability to solve problems adaptively and effectively with others, are instilled in tandem. Time will be given in class to work on the project throughout the semester, including assembling the group writing and presentation assignments. However, *a portion of the work will be done outside of class.*

Innovation practices will be taught to facilitate individual and group business communication and innovation activities. Students will therefore learn about character strengths, growth mindsets, mindful listening, empathy, agility, collaboration, problem solving, and resilience (handling setbacks) along the way. Where severe dysfunction occurs, *teams have the option to remove a member under specified conditions.* Teams have significant authority to manage their affairs, and thus opportunity to learn how to lead. Team leaders are responsible for organizing and communicating on the team project, not doing all the work. *A member who is voted out will have no replacement assignment or recourse with the instructor as the decision made by the group is final.* This situation reflects the reality of business, where uncooperative and unreliable individuals are terminated from employment. The required details of the group removal process will be provided in the team contract. Members will also grade each other on the team project, member participation and behavior such that there may be variance in grades among members on any team assignment.

On specified days, teams must bring to class specified materials in order to work on the project, such as post-it-sheets, colored markers, post-it-notes. Students who fail to bring materials or equipment (e.g. laptop) will be asked to leave the class and will lose participation points and result in an absence. ***Always check the syllabus/announcements for dates on which to bring materials.***



**Tips for Success:**

- Take careful notes during lectures. The material given during lectures is not available in your textbook and is needed to successfully complete assignments. The textbook as well as additional readings, resources, examples, etc. are used to supplement the lecture content.
- Reference this Syllabus/ Course Calendar on a regular basis. Given the Course Calendar clearly provides the daily agendas, how to prepare for class and necessary assignment due dates, etc., verbal in-class reminders are not given as it is your responsibility to be prepared.
- In Canvas, make sure your Notifications preferences are set to receive a notice ASAP for all Announcements. **Students should use and check their UNCG email addresses** to access and send information or questions to the instructor and graduate assistant.
- Be responsible and utilize all resources provided (lectures, assigned readings, in-class activities and workshops, videos, etc.). Resources and information have been carefully selected to help you understand course materials and aid in completing assignments. Be advised: If you choose not to use the resources and information provided, you choose to lower your grade significantly and you may not pass this course.
- Read all assignments in advance and bring questions to class for discussion. Read and follow all instructions. It is your responsibility to take initiative and be prepared by carefully reading assignment instructions prior to class. Class time will be used to discuss specific questions related to the assignment and or to show where resources/information are in Canvas. Class time will not be used for lengthy re-reading of the assignment. If you e-mail a question regarding how to complete an assignment, the day before it is due, it is unlikely you will receive a timely response.
- Be respectful and courteous to everyone ALWAYS. Disagreement is ok, remember it is not just WHAT you say but HOW you say it.
- If you have questions, need help, clarification or do not understand something, you are encouraged to schedule an appointment during instructor Office Hours or make other arrangements. It is essential to read assignment instructions when assigned on the Course Calendar and make appointments in advance for visiting Office Hours if you foresee questions or need help.