

General Education Course Approval Cover Sheet

Date of Submission 3/21/2011

1. Check which area(s) this course applies to

- | | | | |
|----------------------------------|--------------------------|--|-------------------------------------|
| Inquiry – Arts & Creativity | <input type="checkbox"/> | Composition & Communications - II | <input type="checkbox"/> |
| Inquiry – Humanities | <input type="checkbox"/> | Quantitative Foundations | <input type="checkbox"/> |
| Inquiry – Nat/Math/Phys Sci | <input type="checkbox"/> | Statistical Inferential Reasoning | <input type="checkbox"/> |
| Inquiry – Social Sciences | <input type="checkbox"/> | U.S. Citizenship, Community, Diversity | <input checked="" type="checkbox"/> |
| Composition & Communications - I | <input type="checkbox"/> | Global Dynamics | <input type="checkbox"/> |

2. Provide Course and Department Information.

Department: Commuication

Course Prefix and COM 315 Credit hours: 3.0
Number:

Course Title: Business Communication for Survival and Success

Expected # of Students Course Required for
per Calendar Yr: 100 Majors in your Program Yes No
(check one)?

Prerequisite(s) for no
Course?

This request is for (check one) A New Course An Existing Course

Departmental Contact Information

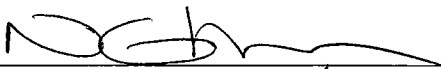
Name: Deanna Sellnow Email: Deanna.Sellnow@uky.edu

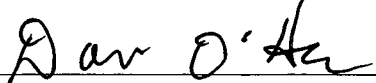
Office Address: 235 Grehan Phone: 7-2886

3. In addition to this form, the following must be submitted for consideration:

- A syllabus that conforms to the Senate Syllabi Guidelines, including a mapping of the stated learning outcomes to those presented on the corresponding Course Template.
- A completed Course Review Form. See the Gen Ed website <http://www.uky.edu/gened/forms.html> for these forms. Proposals prepared prior to September 15th, 2010 are allowed to use a narrative instead of the Course Review Form.
- If applicable, a major course change form for revision of an existing course, or a new course form for a new course.

4. Signatures

Department Chair:  Date: 3-22-11

Dean:  Date: 4-5-11

**All proposals are to be submitted from the College Dean's Office
Submission is by way of the General Education website <http://www.uky.edu/gened>**

**Course Review Form
U.S. Citizenship/Diversity/Community**

Reviewer Recommendation

Accept Revisions Needed

Course: COM 315

Using the course syllabus as a reference, identify when and how the following learning outcomes are addressed in the course. Since learning outcomes will likely be addressed multiple ways within the same syllabus, please identify a representative example (or examples) for each outcome.

Evidence that demonstrates student understanding of historical, societal, and cultural differences, such as those arising from race, ethnicity, gender, sexuality, language, nationality, religion, political and ethical perspectives, and socioeconomic class.

Date/location on syllabus of such evidence:

From learning outcomes:

- Describe the influence of historical, societal, and cultural differences on workplace culture and business communication

Brief description or example:

Students will examine a variety of topics such as "historical and cultural foundations" of business communication and "communicative cultures" (weeks 2 and 3 on syllabus calendar) that will address this learning outcome

Materials and processes that foster student understanding of how these differences influence issues of social justice and/or civic responsibility.

Date/location on syllabus of such evidence:

From learning outcomes:

- Distinguish between ethical and unethical workplace communication and respond in appropriate, responsible ways to simulations of workplace interactions
- Apply the concept of power to the workplace, particularly in relation to superior-subordinate interactions
- Compare business communication norms across multiple organizations, including diverse organizations (e.g., different locations, different sizes of companies) and articulate the possible reasons behind those differences
- Trace change within organizations and within business communication trends over time
- Engage in effective and responsible decision making in response to a variety of business communication situations

Brief description or example:

Students will be asked to examine workplace communication and diversity specifically in relation to civic responsibility as they examine readings and examples pertinent to the above learning outcomes.

Readings, lectures, or presentations that encourage student s to demonstrate an understanding of historical, societal, and cultural contexts relevant to the subject matter of the course.

Date/location on syllabus of such evidence:

Learning outcomes and reading list (especially weeks 2 and 3)

Brief description or example:

Students will spend time examining historical and cultural foundations of business communication and commicative cultures early in the semester and these key ideas will be carried throughout the

remainder of the course. Readings include selections from two textbooks that address these topics, along with readings on cultural change in the workplace and gender issues.

Processes and assignments that engage students in understanding at least two of the following, as they pertain to the subject matter of the course:

- a. Societal, cultural, and institutional change over time
- b. Civic engagement
- c. Regional, national, or cross-national comparisons
- d. Power and resistance

Date/location on syllabus of such evidence:

Three learning outcomes specifically point to this area:

- Apply the concept of power to the workplace, particularly in relation to superior-subordinate interactions
- Compare business communication norms across multiple organizations, including diverse organizations (e.g., different locations, different sizes of companies) and articulate the possible reasons behind those differences
- Trace change within organizations and within business communication trends over time

Brief description or example:

There will be extended readings and discussion about power in business communication and the impact of different types of power. Much of the semester will also be spent looking at case studies and examples that allow students to make comparisons and to see how business communication changes over time.

At least two assessable individual or group projects that focus on personal and/or collective decision-making. The projects should require students to identify and evaluate conflicts, compromises, and/or ethical dilemmas. These projects shall demonstrate a basic understanding of effective and responsible participation in a diverse society.

Date/location on syllabus of such evidence:

Under "assignment details," the syllabus presents two projects (one individual and one in a team); these projects deal with decision making and responsible participation.

Brief description or example:

Decision Case Study: You will individually complete a case study of a business communication experience where a decision must be made. Through careful analysis of the situation and application of course content, you will make concrete, supported recommendations for the organization. More details about this assignment will be provided in advance of the project deadline.

Team Project: The project portion of your grade will allow you the opportunity to explore a communication issue in more depth and to apply what you have learned. In a team, you will explore a multi-faceted issue from multiple perspectives. Your group will complete an appropriate text (e.g., website, video) as well as a presentation of that text to the class. More details about this assignment will be provided in advance of the project deadline.

Evidence that students make effective use of library and other information sources, when applicable, in order to demonstrate information literacy in the exploration of the course's major thematic foci.

Date/location on syllabus of such an assignment:

Multiple types of readings for the course will be required. Additionally, students will need to conduct research for both projects; the team project has a particular focus on additional research.

Brief description or example:

Team project requirement includes "the opportunity to explore a communication issue in more depth and to apply what you have learned. In a team, you will explore a multi-faceted issue from multiple perspectives "

Reviewer Comments:

NEW COURSE FORM

1. General Information.

- a. Submitted by the College of: Communications and Information Studies Today's Date: March 3, 2011
- b. Department/Division: Communication
- c. Contact person name: Deanna Sellnow Email: deanna.sellnow@uky.edu Phone: 257-2886
- d. Requested Effective Date: Semester following approval OR Specific Term/Year¹: _____

2. Designation and Description of Proposed Course.

- a. Prefix and Number: COM 315
- b. Full Title: Business Communication for Survival and Success
- c. Transcript Title (if full title is more than 40 characters): Business Communication
- d. To be Cross-Listed² with (Prefix and Number): _____
- e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours³ for each meeting pattern type.

| | | | | |
|------------------|-------------------------------|-------------------------------------|------------------|--------------------|
| <u>3</u> Lecture | _____ Laboratory ¹ | _____ Recitation | _____ Discussion | _____ Indep. Study |
| _____ Clinical | _____ Colloquium | _____ Practicum | _____ Research | _____ Residency |
| _____ Seminar | _____ Studio | _____ Other – Please explain: _____ | | |

- f. Identify a grading system: Letter (A, B, C, etc.) Pass/Fail
- g. Number of credits: 3
- h. Is this course repeatable for additional credit? YES NO
- If YES: Maximum number of credit hours: _____
- If YES: Will this course allow multiple registrations during the same semester? YES NO
- i. Course Description for Bulletin: This course gives students both a theoretical and practical understanding of communication in a wide variety of business settings, with a particular emphasis on the influences of communication in the workplace. Elements from the organization's external environment that have an impact on business communication are also discussed and analyzed.
- j. Prerequisites, if any: none
- k. Will this course also be offered through Distance Learning? YES⁴ NO
- l. Supplementary teaching component, if any: Community-Based Experience Service Learning Both

3. Will this course be taught off campus? YES NO

¹ Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

² The chair of the cross-listing department must sign off on the Signature Routing Log.

³ In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, represents at least two hours per week for a semester for one credit hour. (from SR 5.2.1)

⁴ You must *also* submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.

NEW COURSE FORM

4. Frequency of Course Offering.

- a. Course will be offered (check all that apply): Fall Spring Summer
- b. Will the course be offered every year? YES NO
- If NO, explain: _____

5. Are facilities and personnel necessary for the proposed new course available? YES NO
- If NO, explain: _____

6. What enrollment (per section per semester) may reasonably be expected? 100

7. Anticipated Student Demand.

- a. Will this course serve students primarily within the degree program? YES NO
- b. Will it be of interest to a significant number of students outside the degree pgm? YES NO

If YES, explain: This course is intended for students who are from a wide range of majors but who wish to learn more about communication in the business world. Students from business and management are likely to be particularly interested, although students from all majors will benefit from the course. The course will also satisfy "U.S. Citizenship" for general education.

8. Check the category most applicable to this course:

- Traditional – Offered in Corresponding Departments at Universities Elsewhere
- Relatively New – Now Being Widely Established
- Not Yet Found in Many (or Any) Other Universities

9. Course Relationship to Program(s).

- a. Is this course part of a proposed new program? YES NO
- If YES, name the proposed new program: _____
- b. Will this course be a new requirement⁵ for ANY program? YES NO
- If YES⁵, list affected programs: _____

10. Information to be Placed on Syllabus.

- a. Is the course 400G or 500? YES NO

If YES, the *differentiation for undergraduate and graduate students must be included* in the information required in **10.b**. You must include: (i) identification of additional assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See SR 3.1.4.)

- b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from **10.a** above) are attached.

⁵ In order to change a program, a program change form must also be submitted.

NEW COURSE FORM

Signature Routing Log

General Information:

Course Prefix and Number: COM 315

Proposal Contact Person Name: Deanna Sellnow

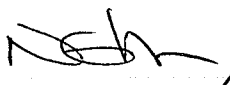
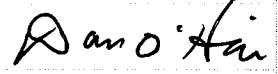
Phone: 257-
2886

Email:
deanna.sellnow@uky.edu

INSTRUCTIONS:

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

Internal College Approvals and Course Cross-listing Approvals:

| Reviewing Group | Date Approved | Contact Person (name/phone/email) | Signature |
|--------------------------|---------------|---|---|
| Communication Department | 3/2/2011 | Nancy Harrington / 7-3622 / Nancy.Harrington@uky.edu |  |
| CIS College | | Dan O'Hair / 7-7805 / Ohair@uky.edu |  |
| | | / / | |
| | | / / | |
| | | / / | |

External-to-College Approvals:

| Council | Date Approved | Signature | Approval of Revision ⁶ |
|------------------------------|---------------|----------------------------|-----------------------------------|
| Undergraduate Council | 11/22/2011 | Sharon Gill | |
| Graduate Council | | | |
| Health Care Colleges Council | | | |
| Senate Council Approval | | University Senate Approval | |

Comments:

⁶ Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.

General Course Information

- ✓ Full and accurate title of the course.
- ✓ Departmental and college prefix.
- ✓ Course prefix, number and section number.
- ✓ Scheduled meeting day(s), time and place.

Instructor Contact Information (if specific details are unknown, "TBA" is acceptable for one or more fields)

- Instructor name.
- Contact information for teaching/graduate assistant, etc.
- Preferred method for reaching instructor.
- Office phone number.
- Office address.
- UK email address.
- Times of regularly scheduled office hours and if prior appointment is required.

Course Description

- ✓ Reasonably detailed overview of the course.
- ✓ Student learning outcomes.
- ✓ Course goals/objectives.
- ✓ Required materials (textbook, lab materials, etc.).
- ✓ Outline of the content, which must conform to the Bulletin description.
- ✓ Summary description of the components that contribute to the determination of course grade.
- ✓ Tentative course schedule that clarifies topics, specifies assignment due dates, examination date(s).
- ✓ Final examination information: date, time, duration and location.
- ✓ For 100-, 200-, 300-, 400-, 400G- and 500-level courses, numerical grading scale and relationship to letter grades for *undergraduate* students.
- ✓ For 400G-, 500-, 600- and 700-level courses, numerical grading scale and relationship to letter grades for *graduate* students. (Graduate students cannot receive a "D" grade.)
- ✓ Relative value given to each activity in the calculation of course grades (Midterm=30%; Term Project=20%, etc.).
- ✓ Note that undergraduate students will be provided with a Midterm Evaluation (by the midterm date) of course performance based on criteria in syllabus.

Policy on academic accommodations due to disability. Standard language is below:

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 (Room 2, Alumni Gym, 257-2754, email address jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

Course Policies

- ✓ Attendance.
- ✓ Excused absences.
- ✓ Make-up opportunities.
- ✓ Verification of absences.
- ✓ Submission of assignments.
- ✓ Academic integrity, cheating & plagiarism.
- ✓ Classroom behavior, decorum and civility.
- Professional preparations.
- Group work & student collaboration.

COM 315 – Business Communication for Survival and Success
Meets: T/TH for 75 minutes, location TBA

Instructor: TBA
Office: TBA
Phone: TBA
Email: TBA
Office hours: TBA and by appointment

Course Overview and Objectives

This course gives students both a theoretical and practical understanding of communication in a wide variety of business settings, with a particular emphasis on the influences of communication in the workplace. Elements from the organization's external environment that have an impact on business communication are also discussed and analyzed.

Learning Outcomes

After completing this course, students will:

- Describe the influence of historical, societal, and cultural differences on workplace culture and business communication
- Distinguish between ethical and unethical workplace communication and respond in appropriate, responsible ways to simulations of workplace interactions
- Apply the concept of power to the workplace, particularly in relation to superior-subordinate interactions
- Compare business communication norms across multiple organizations, including diverse organizations (e.g., different locations, different sizes of companies) and articulate the possible reasons behind those differences
- Trace change within organizations and within business communication trends over time
- Engage in effective and responsible decision making in response to a variety of business communication situations

Required Materials and Readings

Modaff, D.P., & DeWine, S. (2002). *Organizational communication: Foundations, challenges and misunderstandings*. Los Angeles: Roxbury.

Richmond, V.P. & McCroskey, J.C. (2001). *Organizational communication for survival*. Englewood Cliffs, NJ: Prentice Hall.

Other readings will be provided as PDFs through Blackboard

Course Policies

Attendance

Attendance in all courses offered in the Department of Communication is required. This policy is in place for your benefit. If you are absent on a test day or a day that an assignment is due, you will be allowed to turn in your work or take a make-up test ONLY if the absence is officially excused (See section 5.2.4.2 at: <http://www.uky.edu/StudentAffairs/Code/part2.html>). You are required to provide

official written documentation for excused absences. Excuses for university-sponsored activities must be presented in advance of the absence and arrangements for work missed must be made prior to such absences. No excuses or documentation will be accepted more than one week after the absence. Each absence after two will result in a 10% deduction from your final course grade. If you have an emergency, please leave me a message on my office phone or send me an email.

Class Participation

You are expected to come to class having completed the reading assigned for that class day. Readings are critical to understanding the material and participating in classroom activities, applications, and discussions.

Classroom Civility

In a communication class, it is integral that we:

- Display respect for all members of the classroom community, including students and instructor(s).
- Pay attention to and participate in all class sessions, activities, and presentations.
- Avoid unnecessary disruption during class time for ringing cell phones or pagers, private conversations, reading newspapers or doing work for other classes.
- Avoid racist, sexist, homophobic, or other negative language that may unnecessarily exclude members of our campus and classroom community.

Cheating & Plagiarism

In this course (and in all others at the University) you are expected to do your own work. Part II of Student Rights and Responsibilities (6.3.1; online at <http://www.uky.edu/StudentAffairs/Code/part2.html>) 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 a question of plagiarism involving their 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 acknowledgment 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, paper from a friend or some file, or whatever. 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. Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student's assignment involves research in outside sources or information, the student must carefully acknowledge exactly what, where and how he/she has 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.

We also have a departmental 'report' line to use if you suspect that cheating or plagiarizing is occurring in any way in this class. You may report cheaters electronically (and anonymously if you choose) via the site:

<http://comm.uky.edu/surveys/contactus/cheating.html>. A paper "Plagiarism: What is it?" may be found at: <http://www.uky.edu/Ombud/Plagiarism.pdf>. I expect that there will not be a violation of these policies, so please make sure to do your own work. If cheating is discovered, I reserve the right to fail you for the course.

Reasonable Accommodation/Special Needs

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 (Room 2, Alumni Gym, 257-2754, email address: jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

Tutoring

The following resources are available to help you. . .

Multimodal Communication Presentation Tutoring Lab: If you need assistance with **presentations**, contact the Multimodal Communication Tutoring Lab (The Lab) in the Division of Instructional Communication at 257-8370 or email the Lab Manager, Dr. Jeff VanCleave via email at Jeff.VanCleave@uky.edu. The Lab is located in Room 106 Grehan Hall.

The Writing Center: If you need help with **writing skills**, contact the Writing Center, which is located in the west wing of the 5th floor of the William T. Young Library (257-1368). Make an appointment by going to the website here: www.uky.edu/AS/English/wc/

The Study: You should also check out The Center for Academic Enhancement, known as The Study (257-1356), which is located at 306 Complex Commons Building. Visit their website at www.uky.edu/ugs/study/ to discover which of the valuable services they provide might be helpful to you.

The Hub: In addition, the Hub located in the basement of William T. Young Library provides **library research assistance and IT help**. For more information call (859) 257-0500, ext. 2008 or email: lib.hub@email.uky.edu

Requirements & Grading Criteria

The following assignments are not optional and must be completed in order to receive a passing course grade. Your final letter grade is based on the total points you accumulate throughout the semester; there is no rounding of grades.

| Assignment | Percent of Final Grade | Points |
|------------|------------------------|--------|
| Exam 1 | 15% | 30 |

| | | |
|---------------------|------|-----|
| Exam 2 | 15% | 30 |
| Exam 3 | 15% | 30 |
| Exam 4 | 15% | 30 |
| Decision Case Study | 15% | 30 |
| Team Project | 25% | 50 |
| TOTAL | 100% | 200 |

Final grades will be assigned according to the following scale:

A = 90% B = 80% C = 70 % D = 60% E = 59% and below

Late Work

All assignments are due on time. "Make-up" assignments will be allowed only in the event of a documented, excused absence.

Midterm Evaluation

You will be provided a midterm evaluation by the midterm of the semester as indicated on academic calendar prepared by the Registrar's office.

Assignment Details

Exams: The exams are composed of multiple choice, true and false, short answer, and essay questions. The exams are not cumulative.

Decision Case Study: You will individually complete a case study of a business communication experience where a decision must be made. Through careful analysis of the situation and application of course content, you will make concrete, supported recommendations for the organization. More details about this assignment will be provided in advance of the project deadline.

Team Project: The project portion of your grade will allow you the opportunity to explore a communication issue in more depth and to apply what you have learned. In a team, you will explore a multi-faceted issue from multiple perspectives. Your group will complete an appropriate text (e.g., website, video) as well as a presentation of that text to the class. More details about this assignment will be provided in advance of the project deadline.

Tentative Weekly Schedule

With the exception of the first week, please have the chapters listed for each week read before class on the date under which they are listed.

| Course Topics | Readings |
|---|--|
| Week 1: Course Introduction & Overview; Key vocabularies | |
| Week 2: Historical and Cultural Foundations | Tues: Richmond Ch. 1, 2; Modaff Ch. 1 Thurs: Modaff Ch. 2, 3, 4 |
| Week 3: Communicative Cultures | Tues: Richmond Ch. 11; Modaff Ch. 5, 6 Thurs: Richmond Ch. 7, 8 |
| Week 4: Exam 1 ; Individual Traits | Tues: none; study for exam 1 Thurs: Richmond, Ch. 3, 6 |
| Week 5: Superior-Subordinate Communication | Tues: Richmond Ch. 4, 9; Modaff Ch. 10 Thurs: Richmond Ch. 10 |
| Week 6: Peer & Team Communication Discussion of Case Study Project | Tues: Modaff Ch. 11, 12 Thurs: Prepare for in-class decision making exercise |
| Week 7: Exam 2 ; Socialization | Tues: none; study for exam 2 Thurs: Modaff Ch. 7, 8 |
| Week 8: Cultural Change Case Study Project due Thursday Discussion of Team Project | Tues: Richmond Ch. 12 Thurs: Keyton, "Cultural Change" (PDF) |
| Week 9: Barriers to Communication; Cultural Influences | Tues: Richmond Ch. 5 Thurs: Powell, "Sex, Gender and Work" (PDF) |
| Week 10: Exam 3 ; Conflict | Tues: none; study for exam 3 Thurs: Richmond Ch. 13; Modaff Ch. 9 |
| Week 11: Problem-solving and conflict | Tues: prepare for group problem-solving task (to be completed in class) Thurs: prepare for problem-solving debriefing |

Week 12: Ethical Communication in the Workplace and beyond

Tues: ethics statements (Cisco, Google, Walmart) available as PDF
Thurs: reports on ethics breaches available as PDF

Week 13: Organizational Reputation

Tues: Lange, "Organizational reputation" (PDF)
Thurs: Clardy, "Reputation, goodwill, and loss" (PDF)

Week 14: Making connections; **Exam 4**

Tues: Come prepared to work with your group
Thurs: none; study for Exam 4

Week 15: **Team Presentations**

Finals Week (as scheduled by registrar): **Team Presentations; final team project due**