Syllabus
BUSI 3660.006
Professional Speaking, Writing, and Presentation in a Global Environment
(Spring 2018, Tuesdays & Thursdays from 8-9:20 a.m. in BLB 073)

Course Description
BUSI 3660 is designed to provide students with the knowledge and skills necessary for effective oral and written communication in domestic and international professional settings. Students will learn to communicate professionally by mastering how to write effective documents, deliver structured presentations, increase intercultural competencies, and develop effective employment communication skills.

Course Objectives
Professional Communication
1. Demonstrate the ability to select the most effective channels for written and oral communication.
   - Explain the purposes, functions, and characteristics of digital and non-digital channels for written and oral communication.
   - Select the right channel for the right audience and purpose.
2. Demonstrate the ability to produce professional written documents.
   - Apply knowledge of the writing process to the creation and revision of effective written documents used in professional settings.
   - Apply knowledge of the writing principles to the creation and revision of effective written documents used in professional settings.
   - Evaluate the clarity, conciseness, and correctness of written documents used in professional settings.
3. Demonstrate the ability to deliver professional oral presentations.
   - Apply knowledge of the writing process to the creation and revision of oral presentations occurring in a professional setting.
   - Apply knowledge of the writing principles to the creation and revision of oral presentations occurring in a professional setting.
   - Demonstrate verbal and nonverbal communication skills while delivering professional presentations.
   - Design professional-quality visuals for presentations.
   - Evaluate the clarity, conciseness, and correctness of the content and the delivery of professional presentations.

Intercultural Communication
4. Examine how to communicate cross-culturally.
   - Discuss how cultural dimensions and perceptual biases affect written and oral intercultural communication.
   - Describe intercultural verbal and nonverbal business etiquette and customs in key international markets.
   - Determine techniques for improving verbal and nonverbal communication across cultures.
   - Formulate written and oral messages for global audiences.

Employment Communication
5. Develop job application skills.
   - Apply knowledge of the writing process to the written and oral aspects of the job application process.
   - Apply knowledge of writing principles to the written and oral aspects of the job application process.
   - Analyze the needs of potential employers and the interests and qualifications of potential employees.
   - Produce effective written documents for the job search process.
   - Demonstrate suggested interview skills.
   - Manage your online reputation.
Instructor
Dr. Robert Insley
Office: BLB 319C    Phone: 940-565-4331    E-mail: Insley@unt.edu (This is the only e-mail Dr. Insley checks.)
Student Conference Hours: From 9:30-10:30 a.m. & 12:30-1 p.m. on Tuesdays & Thursdays and from 8-9:30 a.m. & 11-11:30 p.m. on Mondays & Wednesdays. Others by appointment.

Teaching Assistant
Harsha Vardhan
Office: BLB 002    Phone: 940-565-2745    E-mail: nagaharshavardhanbadugu@my.unt.edu (This is the only e-mail Harsha checks.)
Student Conference Hours: From 9:30 a.m.-12 p.m. on Tuesdays & Thursdays and from 9-9:45 a.m. & 11 a.m.-12 p.m. on Mondays & Wednesdays. Others by appointment. While you can always contact me, you might also consider contacting Harsha if you have questions regarding the seating chart, attendance records, how to check your scores online, posted scores, the pre-test, the post-test, exams, application exercises, written assignments, oral assignments, penalties imposed pertaining to the electronic devices policy, and your course grade.

E-mailing Dr. Insley & Harsha
If you e-mail Harsha or me, please include the following identification information in your e-mail: your full name (both first & last names), the course preface & number (BUSE 3660), and your section number (006). This information will help us serve you more efficiently. We only the e-mail addresses mentioned above!

Instructional Methods
A variety of instructional methods will be used in this course to achieve the course objectives. Examples include lectures, PowerPoint presentations, discussions, videos, handouts, peer reviews, and application exercises. A minimum of 25 percent of class time this semester will be devoted to speaking and writing applications. Active participation is essential.

Textbook (Required)

Attendance Policy
Regular class attendance is strongly encouraged since there is a direct correlation between class attendance and course success. Class attendance will be taken regularly, and any student who accumulates six unexcused absences will be dropped from the course with a grade of “WF”. Attendance will be taken near the beginning of each class, and attendance records will not be adjusted in cases of students arriving for class after attendance has been taken. Furthermore, students leaving the classroom before class is dismissed will be counted as absent.

In the case of authorized university absences, I will decide how to grant accommodation. In the case of temporary illnesses and such, I will decide whether to grant accommodation since no legal requirements exist for such absences. Additional information regarding class attendance is available at https://policy.unt.edu/sites/default/files/06.039_StudentAttendance_2016.pdf and at https://deanofstudents.unt.edu/resources/temporary-illness.

Your alternatives if you miss class:
• If you miss taking Class Notes, get them from a fellow student.
• If you are absent on a day that one or more handouts are distributed, get a copy from one of your classmates.
• If you miss an Exam due to absence or arrive at class too late to take one (after a classmate has finished), refer to the related information the Exams section of this syllabus.
• If you do not participate in an Application Exercise, there are no make-ups. (However, at the end of the semester we will drop two in-class exercises to offset two you may have missed)
• If you are absent the day you are to scheduled to give an individual Presentation or are scheduled to participate in a Team Presentation, there are no make-ups.
Students with Disabilities
The College of Business complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. University policy requires that students notify their instructors within the first week of classes that accommodations will be needed. If you have an established disability as defined in the Americans with Disabilities Act and would like to request accommodations, please contact Dr. Insley as soon as possible.

Academic Integrity Standards and Sanctions for Violations
The University of North Texas (UNT) promotes the integrity of the learning process by establishing and enforcing academic standards. According to UNT Policy 06.003 Student Standards of Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to, cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or misconduct sanctions ranging from admonition to expulsion from UNT. Additional information is available at https://policy.unt.edu/policy/06-003.

Acceptable Student Behaviors
Students should conduct themselves in a manner that demonstrates respect for the rights and property of others and upholds the integrity of the university community. With this in mind, student behaviors that interfere with the instructor’s ability to conduct a class or the students’ ability/opportunity to learn are unacceptable. Students engaging in unacceptable behaviors may be directed to leave the classroom and may also be referred to the Dean of Students. UNT’s expectations for student conduct apply to all instructional forums, including onsite and online classrooms, labs, discussion groups, and field trips. The Code of Student Conduct is available at https://deanofstudents.unt.edu/conduct.

Electronic Devices Policy
You are required to keep electronic devices out of sight during class and are also prohibited from using them during class for any purpose including, but not limited to, taking notes, taking photos of class PowerPoint screens, and making audio and/or video recordings of class. No electronic devices should be on your tabletop space, in your hands, on your wrist, in your lap, in your ears, and/or around your neck. Thus, electronic technologies ranging from smartphones, smartwatches, laptops, netbooks, and tablets to cameras, electronic books, music devices, and earphones need to be out of sight and not used while class is in session. The only exception pertains to emergency situations. Here’s the way this works. If you anticipate that you will receive an emergency text message or call during a class, tell Dr. Insley about this immediately before that class starts and then if the text message or call does occur, quietly step out into the hallway and take care of the matter out there.

The electronic devices policy exists for the purpose of supporting a distraction-free learning and teaching environment. Using electronic devices during class is obviously distracting to your instructor and students seated nearby. Having such devices visible during class is also distracting to others. Experience has shown that students who do not have electronic devices visible (out in front of them or otherwise easily accessible) are far less tempted and far less likely to use them during class. With restrictive measures in place, the hope is that technology-related distractions will not occur in your class. This goal was realized in five of my classes during the past two years. In contrast, the percentage of students in the other classes who did not adhere to the policy hovered around seven percent during the same time period. Hopefully your class will replicate the prior not the latter outcome.

What will happen if a student is observed with a visible electronic device and/or using an electronic device during class? The first instance observed will result in a 15-point penalty. The second instance observed will result in a 30-point penalty. The third instance observed will result in the penalty points being doubled yet again, and the situation will be reported to the Dean of Students Office. To avoid running the risk of losing points and possibly being reported to the Dean of Students Office, you are required to turn off and put away electronic devices before each class starts.

Electronic Devices Policy Bonus Points Opportunity: The vast majority of students in your class will not abuse the Electronic Devices Policy and possibly no one will. As a means of thanking those who cooperation with the policy the entire semester, we will award 10 bonus points.
One Final Thought on the Matter: Business majors should be especially careful to avoid forming unacceptable communication technology-usage habits that could easily follow them into the professional workplace. Keep in mind that the vast majority of U.S. managers report that they do not want their employees texting, tweeting, blogging, surfing the Internet, etc., during meetings, training sessions, and presentations. Misuse of electronic communication devices in the professional workplace can easily threaten your career growth and even their job stability! With all this in mind, you are encouraged to develop and practice appropriate, respectful, communication technology-usage habits now that will serve you well throughout this course, the remainder of your time at UNT and on into the professional workplace.

UNT Learning Center  (Sage Hall, Room 315, Learning.Center@unt.edu, 940-369-7006)
The UNT Learning Center offers assistance to help students succeed in their classes. The Learning Center offers free tutoring, workshops, and the following programs: Supplemental Instruction (group study sessions for many core courses), Volunteer Tutors (individualized tutoring in over 100 courses), Connecting for Success (individualized academic counseling and resource referrals), SMARTTHINKING.com (24/7 online tutoring), Learning Success Workshops (covering an array of academic topics), Academic Success Programs (series for students on Academic Alert/Probation), Study Skills Classes, and Speed Reading Classes.

Emergency Notification & Procedures – Eagle Alert
UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (e.g., severe or inclement weather, campus closing, health and public safety emergencies like chemical spills, fires, violence). Students are responsible for providing UNT with their phone numbers. The system can send voice messages and text messages. UNT also has a campus emergency Twitter account at @UNTEagleAlert and a “Mean Green Ready” mobile app. In the event of a university closure, students should refer to Blackboard for the contingency plans prepared by their instructors.

Retention of Student Records
The Family Educational Rights and Privacy Act of 1974 (FERPA) protects the privacy of the students’ educational records. Individual instructors will maintain their students’ educational records, such as exams and assignments in a secure location for at least one calendar year after course completion. Students have the right to view their individual records. Additional information is available at https://policy.unt.edu/sites/default/files/07.018_FERPA_2011.pdf.

Student Perceptions of Teaching Effectiveness (SPOT)
The SPOT survey provides instructors, CoB’s administrators, and UNT’s administrators with a measure of teaching effectiveness for all organized classes at UNT. The survey becomes available during weeks 13 and 14 of each long semester. When the survey becomes available, students receive an e-mail message with the survey link. Once students complete the survey, they receive a confirmation e-mail. Additional information is available at http://spot.unt.edu.

Grade Scale
Your course grade will be based on the points-based grade scale presented below. (Course grades will not be based on percentages!)

- A = 833-925 points
- B = 740-832
- C = 648-739
- D = 555-647
- F = 0-554

Backup measures (e.g., extra credit work, bumping up a grade) will not be made available to artificially replace an undesirable grade.
 Grade Components and Related Point Values

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<thead>
<tr>
<th></th>
<th>Point Value</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>150</td>
</tr>
<tr>
<td>Exam 2 (Final Exam)</td>
<td>150</td>
</tr>
<tr>
<td>Application Exercises</td>
<td>200</td>
</tr>
<tr>
<td>Written Assignments</td>
<td>250*</td>
</tr>
<tr>
<td>Oral Assignments</td>
<td>175**</td>
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<tr>
<td></td>
<td>925</td>
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</table>

*Negative-News Letter - 75 points, Intercultural Communication Report - 100 points, Employment Communication Report – 75 points
**Communication Technology Presentation - 75 points, Intercultural Communication Presentation - 100 points

See the Course Schedule for Pre- & Post-Test dates, Exam dates, Written Assignments due dates, and Oral Assignments due dates.
(Bonus points will be awarded to each student who completes the Pre-Test and Post-Test. No preparation is required in advance of the Pre- and Post Tests!)

Checking Your Grade Components’ Scores On Blackboard

Grade components’ scores will be posted on Blackboard. If you have trouble accessing your scores, contact Harsha.

- Pre-Test and Post-Test bonus points will be posted by 5 p.m. the day after each is administered.
- Exam scores will be posted by 5 p.m. the day after each exam is administered.
- Application Exercises indicators (+ = credit & 0 = no credit) will be posted periodically. (If you check these on a smartphone, only zeros will appear! Instead, check on a laptop.)
- Application Exercises total points will be posted by 5 p.m. on Wednesday, May 2.
- Each Written Assignment score will be posted within one week after it is submitted.
- Each Oral Assignment score will be posted within four days after it is completed/submitted.

Grade Components Descriptions/Guidelines

- Exams - Presented below.
- Application Exercises - Presented below following Exams description.
- Written Assignments - A handout containing descriptions/guidelines for each of these assignments will be distributed in class.
- Oral Assignments - A handout containing descriptions/guidelines for each of these assignments will be distributed in class.

Exams

Purpose
To test your understanding and retention of select course subject matter.

General Description
Two exams will be administered this term. The second of these exams is the final exam. Each exam will be comprised of 50 questions (40 multiple-choice questions & 10 true/false questions). Each question is worth three points. Thus, each exam is has a maximum value of 150 points.

Where and When Will the Exams be Administered
Exam 1 will be administered in our classroom at the start of class on the date indicated in the Course Schedule.
Exam 2 (final exam) will be administered in our classroom on the date and during the time range indicated in the Course Schedule.
**Exam Sources**

Exam questions will be drawn from assigned textbook readings, related information presented in class (class notes), and related handouts which are specified in the Exam Reminders documents.

- **Exam 1** - textbook chapters 1, 4, 5, 6, 9, & 10; textbook pages 32-38, 51-58, & 74-98; class notes; and the handouts specified in the Exam 1 Reminders document

- **Exam 2 (Final Exam)** - textbook chapters 7, 11, & 12; textbook pages 47-50 & 507-509; class notes pertaining to the textbook topics as well as the following topics: *email/text messages, career management, professionalism attributes, & interpersonal skills*; and the handouts specified in the Exam 2 Reminders document

**Arriving at Class Late on a Scheduled Exam Date**

- **If you arrive late to class on an exam date, but do so before an exam has been submitted**, you will be allowed to take the exam during that exam session. However, you will need to submit the exam by the end of the scheduled exam session.

- **If you arrive late to class for Exam 1 after one or more exams have been submitted**, you will not be allowed to take the exam during the scheduled exam session. If you find yourself in this situation, you will need to request permission to take a make-up exam. This involves you submitting the following to Harsha: an e-mail message describing your request and giving the reason you did not arrive for the exam on time. Include in your e-mail message the course preface & number, BUSI 3660, your section number, and your e-mail address. Harsha will then get back in touch with you to remind you of the make-up exam date (May 4) and time (1-1:50 p.m.).

**What is Your Option if You Miss Taking Exam 1 During its Scheduled Time?**

If you are absent the day Exam 1 is administered, you will need to request permission to take a make-up exam. This involves you submitting the following to Harsha: an e-mail message describing your request and the reason you were absent. Include in your e-mail message the course preface & number, BUSI 3660, your section number, and your e-mail address. Harsha will then get back in touch with you to remind you of the make-up exam date (May 4) and time (1-1:50 p.m.).

**What is Your Option if You Miss Taking Exam 2 (final exam) During its Scheduled Time?**

Contact Dr. Insley immediately.

**What Will Happen If Someone is Observed Cheating on an Exam?**

The individual will receive zero points for the exam in question and the matter will likely be referred to the Dean of Students.

**Sharing Exam Results**

Individual exam scores will be posted on Blackboard by 5 p.m. on the day following the day each exam is administered. Class results (e.g., class average) for Exam 1 will be shared in class.

**Reviewing an Exam After Your Score Has Been Posted on Blackboard**

Exams are not returned in class or outside of class for that matter. If you wish to review an exam after individual scores have been posted, meet with Harsha in BLB 002. He will let you review a copy of the exam that contains the key along with a photocopy of your Scantron Form. **You are not allowed take either of the above items out of the room or to keep either. Furthermore, you are not allowed to write down questions or take notes while reviewing an exam.**

**If You Have Questions Regarding Exams**

Contact Dr. Insley or Harsha.
Application Exercises

**Purpose**
Application exercises will provide a means for you to actively reflect on select course topics in ways that will help you relate to and better understand them. In addition, they will help you identify and become more familiar with select topics that will likely be tested on exams. Putting serious thought and effort into completing application exercises typically supports improved learning and exam performance.

**General Description**
Application exercises are designed to reinforce information presented in the textbook, class lectures, and class discussions. Examples include writing exercises, oral communication exercises, short cases, quiz-format exercises, and discussion questions. Many of these exercises will be team exercises that will bring a variety of experiences and perspectives to the conversation. A seating chart will be distributed in class on the date indicated in the Course Schedule section of the syllabus. The seating chart will, among other things, facilitate application exercises. Once the seating chart is distributed in class, it is extremely important that you sit in your assigned seat! Otherwise, you will very likely not receive credit for application exercises because you will be considered absent. (Contact Harsha if you have any questions regarding the seating chart.)

**What Is The Total Number Of Application Exercises That Will Be Administered This Term?**
Several is the most definitive answer that can be given. I do not have a specific number in mind, and this is not because I am trying to be deceptive. Application exercises will be administered when and where they fit most naturally with the subject matter and the flow of class sessions. Thus, the final number of application exercises that will be administered this term is not known.

**Will Application Exercises Be Administered During Each Class Session? How Many? The Same Number Each Class Session?**
A good rule of thumb is to plan on one or more being administered during each class session. Of course, the number will vary from class session to class session based on the topic(s) being discussed and the flow of each class.

**What Will Happen If You Miss An Application Exercises?**
We do not do make-ups for missed application exercises. However, we will drop two application exercises at the end of the semester which would offset two you might have missed.

**What Is The Point Value For Each Application Exercise?**
There is no way of determining this figure until the end of the semester since the number of application exercises that will be administered is unknown. At the end of the semester, the specific point value for each application exercise will be based on the total number administered during the semester. In the interim, a plus sign (+) will be posted for each application exercise awarded credit and the digit 0 for each application exercise awarded no credit. Application exercises indicators (+ = credit & 0 = no credit) will be posted periodically. During the semester if you check for these application exercises indicators on a smartphone, only zeros will appear! Instead, check on a laptop.

**You Will Receive Credit For Application Exercises That You:**
- participated in in their entirety, including being present for the entirety of the related discussion following each exercise. (In other words, one will not receive credit for an application exercise if he or she arrives to class late after we started it or leaves the classroom while it is being administered or during the related discussion of it.)
- put forth adequate thought, effort, and involvement in the completion the exercise.
- were sitting in your assigned seat, thus were considered to be present for class.
- were not observed using an electronic device, including not having an electronic device visible, while an application exercise was being administered and during the related discussion following it.
- were not observed doing homework for another class while an application exercise was being administered and/or during the related discussion following it.
- printed your name legibly on the exercise form.
Posting Application Exercises
These will be posted periodically.

If You Have Questions Regarding Application Exercises
Contact Dr. Insley or Harsha.

Written Assignments
A handout packet containing descriptions of and guidelines for each written assignment will be distributed during our first class session.

Oral Assignments
A handout packet containing descriptions of and guidelines for each oral assignment will be distributed during our first class session.
# BUSI 3660.006  
## Course Schedule  
### Spring 2018

<table>
<thead>
<tr>
<th>Day/Date</th>
<th>Topics, Reminders, &amp; Due Dates</th>
<th>Class Preparation</th>
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</table>
| **Week 1**  
T / 1-16 | Course Introduction.  
The Role of Communication in Organizations. | |
| R / 1-18 | Pre-Test administered in class today.  
The Role of Communication in Organizations. | No preparation required.  
Read textbook chapter 1. |
| **Week 2**  
T / 1-23 | Seating Chart distributed in class today.  
Choosing the Appropriate Communication Medium.  
Listening Skills. | Read textbook pages 80-81.  
Read textbook pages 32-38. |
| **Week 3**  
T / 1-30 | Conducting Effective Business Meetings.  
(Including communicating with difficult people.) | Read textbook pages 74-80  
& 82-98 and review  
Appendices A, B, & C. |
| R / 2-01 | Writing Foundations.  
Overcoming Writer’s Block.  
Effective Collaborative Writing. | |
| **Week 4**  
| R / 2-08 | Writing Effective Business Letters.  
Writing Business Reports.  
(This topic will not be covered in class.) | Read chapter 5.  
Read chapters 10 & 9. |
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<tr>
<td><strong>Week 5</strong></td>
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<tr>
<td>T / 2-13</td>
<td><em>Writing Effective E-mail &amp; Text Messages.</em></td>
<td>Read textbook pp. 507-09.</td>
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<tr>
<td>R / 2-15</td>
<td><strong>Due: Revised Negative-News Business Letter.</strong> &lt;br&gt;Submit two copies at the beginning of class when asked to do so.</td>
<td>Read textbook chapter 7.</td>
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<td><strong>Week 6</strong></td>
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<tr>
<td>T / 2-20</td>
<td><em>Planning &amp; Delivering Business Presentations.</em></td>
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<tr>
<td>R / 2-22</td>
<td><em>Planning &amp; Delivering Business Presentations.</em></td>
<td>Read textbook chapter 11.</td>
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<tr>
<td><strong>Week 7</strong></td>
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<tr>
<td>T / 2-27</td>
<td><em>Communication Technology Considerations.</em></td>
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<tr>
<td>R / 3-01</td>
<td><em>Communication Technology Presentations.</em></td>
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<tr>
<td><strong>Week 8</strong></td>
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<tr>
<td>T / 3-06</td>
<td><em>Communication Technology Presentations.</em></td>
<td></td>
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<tr>
<td>R / 3-08</td>
<td><strong>Exam 1</strong>&lt;br&gt;<strong>Sources:</strong> textbook chapters 1, 4, 5, 6, 9, &amp; 10; textbook pages 32-38, 51-58, &amp; 74-98; related class notes; and the handouts specified in the Exam 1 Reminders document</td>
<td>Prepare for Exam 1.</td>
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<td><strong>Week 9</strong></td>
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<td>March 12-16</td>
<td><em>Spring Break!</em></td>
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<td><strong>Week 10</strong></td>
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<tr>
<td>T / 3-20</td>
<td><em>Intercultural Communication.</em></td>
<td>Read textbook pp. 47-50.</td>
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<td>R / 3-22</td>
<td><em>Intercultural Communication.</em></td>
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<td><strong>Week 11</strong></td>
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| T / 3-27 | Due: Intercultural Communication Report.  
Submit two copies at the beginning of class when asked to do so. |                   |
|          | Intercultural Communication Presentations. |                   |
| R / 3-29 | Intercultural Communication Presentations. |                   |
| **Week 12** |                               |                   |
| T / 4-03 | Employment Communication: Brand & Virtual Image. |                   |
|          | Employment Communication: Overview. |                   |
| R / 4-05 | Employment Communication: Overview. |                   |
|          | Employment Communication: Cover Letters. |                   |
| **Week 13** |                               |                   |
| T / 4-10 | Employment Communication: Resumes. |                   |
| R / 4-12 | Employment Communication: Resumes. |                   |
| **Week 14** |                               |                   |
| T / 4-17 | Due: Employment Communication Report.  
Submit two copies at the beginning of class when asked to do so. |                   |
|          | Employment Communication: Resumes. |                   |
| R / 4-19 | Employment Communication: Small Talk  
(networking, job fairs, job interviews). |                   |
<p>|          | Employment Communication: Job Interviews. |                   |</p>
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<tr>
<td><strong>Week 15</strong></td>
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</table>
| T / 4-24 | *Employment Communication: Job Interviews.*  

*Employment Communication: Career Management Reminders.*  |                   |
| R / 4-26 | *Employment Communication: Role of Professionalism Attributes & Interpersonal Skills.* | Read textbook chapter 12. |
| **Week 16** |                               |                   |
| T / 5-01 | **Post-Test administered in class on this date.** |                   |
| R / 5-03 | Class will **not** meet on this date. |                   |
| **Week 17** |                               |                   |
| Tuesday  
May 8  
8-10 a.m. | **Exam 2 (Final Exam)**  
*Sources:* textbook chapters 7, 11, & 12; textbook pages 47-50 & 507-509;  
class notes pertaining to the above textbook topics as well as the following topics:  
*email/text messages, career management, professionalism attributes, & interpersonal skills*; and the handouts specified in the Exam 2 Reminders document | Prepare for Exam 2. |