McGraw Hill connect® MASTER

Business Communication

Schultz | Harms

**ONLINE LEARNING
WITHOUT COMPROMISE**

Online Learning without Compromise

Connect® Master: Business Communication to accompany Schultz/Harms is built on a foundation that delivers frameworks and patterns to empower students to think strategically about communicating effectively in the workplace.

This digital course experience gives students actionable opportunities to move from remembering skills-based communication competencies to formulating sophisticated communication strategies. It achieves this through a recursive process that guides students through crafting, revising, and delivering effective, efficient messages for a variety of compelling Business Communication scenarios. Supported with a heavy integration of real-world business examples, Connect Master: Business Communication delivers concise, bite-sized content that provides maximum flexibility for instructors.

A Fresh Approach to Business Communication

Connect Master: Business Communication was developed from the ground up to offer a fresh approach to the Business Communication course. Authors Heidi Schultz and Patricia Harms, from the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill, have built upon their combined 45+ years of teaching to create this original approach.

This unique approach

- Introduces a recursive, iterative process that guides students through crafting, revising, and delivering effective, efficient messages.

- Focuses on rhetorical patterns and frameworks—a technique that gives students a formula to follow for different types of messages so that they can focus on the content and intent of the message rather than being overwhelmed with the structure. Removing these hurdles ultimately allows students to be more successful and strategic in their messaging.

- Goes beyond teaching genre-based templates and shows students real-world model documents.

- Includes a variety of assessment items to help students put these communication skills into practice.

In the following sections, we will first show you the patterns these three kinds of messages generally follow. The patterns are frameworks that are easy to remember, so they will help you write messages efficiently, and the patterns are flexible enough to be useful in unique situations. Then we'll discuss some strategies to help you decide which pattern to select when you're faced with a challenging situation.

Short Message Patterns

Type	Informative	Negative	Persuasive
Opening	Bottom line	[Possible buffer] Bottom line	Bottom line
Middle	Details/explanation/clarification to build on the bottom line	Reasons, details/clarification/explanation	Details/clarification/explanation/benefits
Close	Positive, forward-looking	Positive	Positive with reasonable and "do able" action steps

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"I like the whole idea of parsing each kind of communication and teaching students how to assemble a variety of messages effectively."

—SHAVAWN BERRY, ARIZONA STATE UNIVERSITY
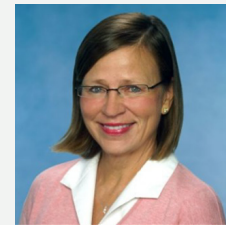
Heidi Schultz is a professor of Management and Corporate Communication and teaches business communication and storytelling. Her six-word story sums up her devotion to her students: "Once my student, always my student." Her current interests and research focus on the relationship between rhetorical patterns and writing quickly, storytelling in the corporate setting, and the impact of music intervention in high-stakes presentations. Dr. Schultz started the Business Communication Center at UNC Kenan-Flagler in 1997 and was the former director of the Writing Center at UNC-Chapel Hill. She received her PhD from UNC-Chapel Hill, MA from UNC-Charlotte, and BA from Lenoir-Rhyne College.

Patricia Harms is a professor of Management and Corporate Communication and teaches written and oral communication. Her active research includes visual rhetoric, slide design, and communicating with data; performance feedback; teaching and learning; and business writing strategies and trends. In many courses, she uses a hybrid teaching model that unites traditional face-to-face classroom with distance technology found in the workplace. She is the Southeastern U.S. Regional Vice President for the Association for Business Communication and serves on the review board for Business and Professional Communication Quarterly. She received her PhD in rhetoric and professional communication and her MA in business and technical communication from Iowa State University, and her BSN from the University of Pennsylvania.

Modular & Customizable

Connect Master: Business Communication content is designed to be a highly interactive and modular course solution, rather than a static reading experience. This allows for a:

- More immersive concept exploration, boosting engagement and efficiency for students and addressing the often-raised concern that "students don't read."

- Greater ability to reconfigure and customize, with content organized in modules and divided into a menu of topics. This, combined with the transparent instructional alignment, makes it easier than ever to delete, add, and move content to fit your teaching approach, teaching needs, and teaching style while still preserving the cohesion of the learning experience for students.

Instructional Alignment

Connect Master content is developed through deliberate and transparent instructional alignment via backward design.

- Learning objectives, assessments, and instructional content were created simultaneously to ensure instruction directly supports what is being assessed.

- A scaffolded approach helps ensure that students develop the foundational understanding necessary to build their knowledge and receive the practice they need to conquer higher-level assessments.

Reflecting the Real World

Packed with a plethora of real-life examples, cases, and exercises, Connect Master: Business Communication seeks to include as many relevant applications as possible. It is critical that students have many chances to practice the skills they will need in the real world, in a safe environment while still in school. Real communications from recognizable companies like Target, Chewy, and Spotify are integrated throughout.
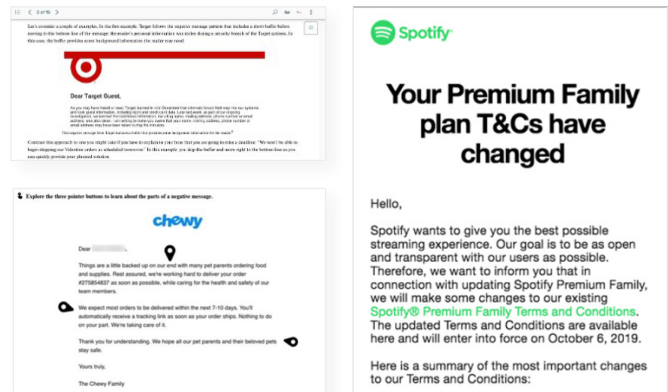
Continuously Updated!

Regular and seamless updates to the adaptive content, assignments, and exercises give students access to new and current information every semester, without requiring instructors to move to a new edition. This keeps the content fresh and up to date, as well as relevant to current Business Communication best practices.

"The information is clear and concise. It includes messages written by companies and not made-up messages developed to illustrate a concept taught in the module. I believe students will react much more positively to these real-life examples."

– SABINE THÉPAUT, UNIVERSITY OF NORTH TEXAS

"High-quality, interactive digital material, which is paramount in this age of digital-based learning. Also, [Connect Master: Business Communication] integrates real-life scenarios creating an invaluable resource for students and faculty alike."

– ANONYMOUS

Interactive Reading & Adaptive Learning Experience

The combination of the interactive eBook in Connect, embedded learning probes, and Adaptive Learning Assignments with just-in-time Learning Resources creates greater efficiency and concept mastery

Interactive eBook

The interactive eBook in Connect Master: Business Communication is a customizable narrative built around key learning objectives. These objectives focus on the essential information students need to learn in the course. Key concepts are detailed in written narrative form and are enhanced by interactive content that exemplify those key concepts.

> *"I'm actually quite thrilled with these examples. They are hitting on the key points that I myself discuss when teaching negative messaging in Business Writing, and they are doing so in bite-sized, easily digestible chunks that serve students well."*
>
> **— ALEXANDRA COMEAUX, ARIZONA STATE UNIVERSITY**

> *"I like that the writers are practicing what we preach in Business Communication—a clear and concise writing style*
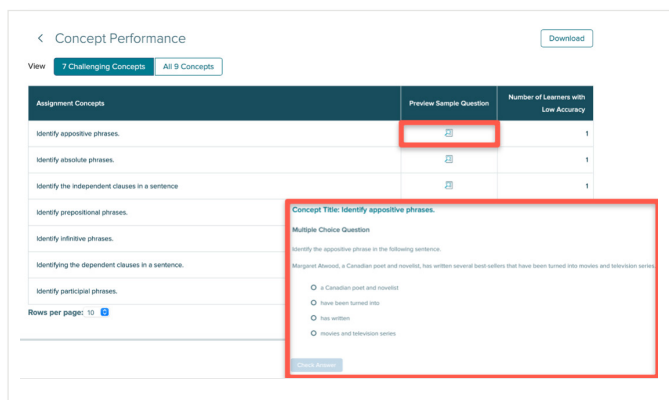>
> **– MOLLY MAYER, UNIVERSITY OF CINCINNATI**

Adaptive Learning Assignments

The Adaptive Learning Assignments give students a personalized learning experience.

Learning Probes

All embedded probes are built around the learning objectives for each topic. The number of probes a student responds to correctly will determine their mastery score of the learning objective. If a student struggles with a particular concept, Connect will adapt and introduce informational Learning Resources to reinforce key concepts. Students must interact with these resources before they can continue answering probes.

Learning Resources

Just-in-time learning resources appear for students at the moment of need as they answer their probes in the Adaptive Learning Assignment. Like the probes, they are all specifically targeted to, and directly aligned with, the individual learning objectives being assessed. These targeted micro-lessons focus on one concept at a time. For example, if a student is having trouble writing an effective email subject line, then that micro-lesson will concentrate only on subject lines, not on how to write an entire email. This alignment creates a focused, streamlined learning experience for students.

Reporting Tools

Reporting tools within the adaptive suite show where students are struggling to understand specific concepts and where they excel.

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"I'm very much interested in bringing this style of learning to the Communications classes
– ANONYMOUS

"Nowadays, students are not reading as much, I feel these assignments are crucial to their learning experience. At one point, students realize that they are not able to advance if they are not reading the material, so they have to read before moving forward. And that is when, I think, the learning truly begins. The other assignments such as the ABAs were also geared to today's generation— I liked that."

– EDUARDO LANDEROS, SAN DIEGO MESA COLLEGE

Practical Assessments

Practical Assessments, tightly aligned to the learning objectives of each module, help students practice and allow instructors to assess students' ability to apply concepts, analyze and evaluate real-world situations, and create messages following best practices developed in the text. These assessments are varied in format and include automatically graded questions in the format of matching, labeling, click and drag, as well instructor-graded scenarios, exercises, and cases. Unique to Connect Master, some assignments prompt students to complete a strategy table, which gives them the opportunity to map out and explain the decisions they've made as they developed their messages (i.e., audience, purpose, message type).

Others, such as Application-Based Activities, Document Makeovers, Video Capture powered by GoReact™, and Writing Assignments, are focused on the core skills students should develop in the course. This approach supports lifelong learning, preparing students for their future careers

Practical Assessments

Application-Based Activities

These highly interactive, automatically graded exercises provide students with a safe space to practice using problem-solving skills by applying their knowledge to realistic scenarios. Each scenario addresses key concepts and skills that students must use to work through and solve course-specific problems, resulting in improved critical thinking and relevant workplace skills
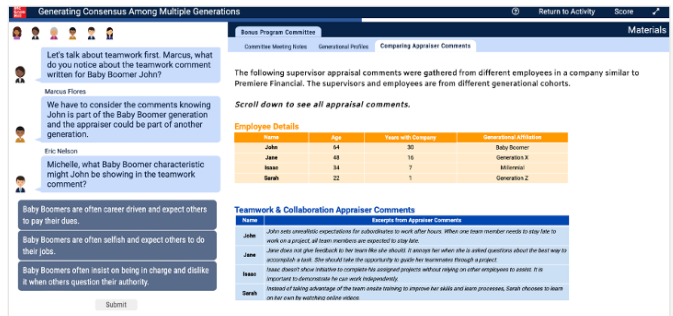
Document Makeovers

Document Makeovers sharpen the writing skills of students. Students are asked to tackle common communication blunders by revising a document to improve it. As they identify issues and correct and revise business messages, the document updates in real time and provides them with feedback as they go, creating a valuable learning process. These assignments are then automatically graded within Connect.
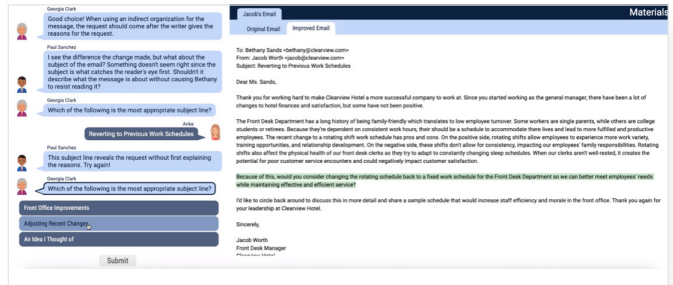
Presentation Assignments

Video Capture powered by GoReact is an assignment type in Connect that allows you to customize your own presentation assignment, including in-class and online presentations, self-review, and peer review. With customizable rubrics, time-coded comments, and visual markers, students will see feedback at exactly the right moment and in context, to help improve their speaking, presentation skills, and confidence. Video Capture does not require any extra equipment or complicated training; with just a smartphone, tablet, or webcam, students and instructors can capture video of presentations with ease. All it takes is five minutes to set up and start recording.
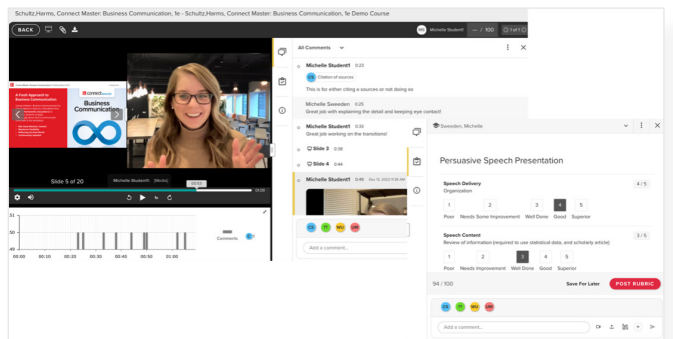
Writing Assignments

Based on an initial student writing sample, the software reviews each student's submission and evaluates, scores, and gives feedback in areas such as grammar, word choice, sentence structure, idea development, and overall writing style.
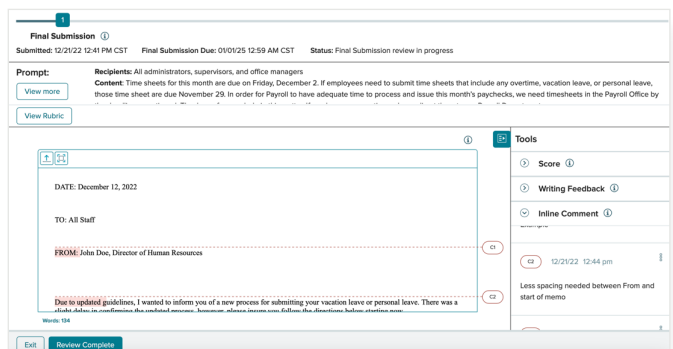
Connect Master: Business Communication Takes Students Higher

As a learning science company, we create content that supports higher-order thinking skills. This chart shows a few of the key assignable assets aligned with Bloom's Taxonomy.

	Adaptive Learning Assignment	Adaptive Reading, Grammar, Writing & Research Assignment	Document Makeovers	Practical Assessments	Application-Based Activities	Video Capture powered by GoReact™	Speech Preparation Tools	Writing Assignments Plus
Create						✓	✓	✓
Evaluate					✓	✓	✓	✓
Analyze					✓	✓	✓	✓
Apply			✓	✓	✓	✓	✓	✓
Understand	✓	✓	✓	✓	✓	✓	✓	✓
Remember	✓	✓	✓	✓	✓	✓	✓	✓

Instructor Resources

This product comes with a full suite of instructor materials.

Instructor's Manual

Heidi Schultz and Patty Harms share their combined 45 years of experience teaching Business Communication courses in the Instructor's Manual (IM) by providing not only an overview of the content, but also offer discussion prompts, experiential learning activities, and practical assessments they themselves have utilized and refined with their own students. The IM includes tips for in-class as well as online best practices, tips for how to overcome common teaching challenges, and ways to show students "What's in It for Them." Just like everything else in Connect Master, the Instructor's Manual has tight instructional alignment to the learning objectives of the product/course.

PowerPoint

The PowerPoint resource has been developed to make your lectures more effective. The slide deck provides a linked table of contents to each major topic. Most instructors assign Adaptive Learning prior to lecture. Utilizing the overall class performance reports allows you to tailor your lectures to the topics that your students struggle with most and then link to those topics. Organizational efficiencies, including the hyperlinked topic list and topical sections, allow you to easily customize the deck. Additionally, the instructor PowerPoints offer a robust notes section below each slide to aid in class discussion and reinforce concepts used in the imagery from the videos. You can print these notes from the Notes Page within Presentation Views. Quiz questions are also threaded throughout the presentation to promote student engagement and facilitate discussion.

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