

Bachelor of Applied Science
Professional Communication for Organizations 3304
Syllabus

ORGL 3304: Professional Communication for Organizations

Instructor: Dr. Sally Roche

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Hours of Availability: I am available by phone or email most days this summer. The best way for us to visit is to make an appointment by calling my office or emailing me. I will be out of town June 1-3 and June 27 – July 5.

Course Description

Intensive study of writing and presentation communication skills in professional genres. Students will practice researching, planning, and producing a variety of documents used in the professional workplace.

Course Prerequisites

ORGL 3300 and ORGL 3302.

Textbook: *Business Communication: Polishing Your Professional Presence*, 2nd Edition. Shwon and Gueldenzoph Snyder. Pearson. Boston. 2014. ISBN: 978-0136078074

Organizational Leadership Student Learning Outcomes

1. Students will be able to develop an organizational leadership plan.
2. Students will be able to effectively complete financial statements, budgets, and reports.
3. Students will be able to use oral and written communication skills effectively.

ORGL 3304 Student Learning Outcomes

Students will

- Develop their own leadership plans
- Select and use appropriate genres for strategic, professional, adaptable communication
- Understand the principles of effective teamwork
- Write effective workplace documents using a process of analyzing, composing, evaluating

How You Earn Your Course Grade

Assignment	Date Due	Points
Discussion Board Posts (6 total)	Fridays & Sundays	120 Points (20 points each)
Grammar Exercises (7 total)	Tuesdays	130 Points (20 points each but 10 points for your least successful one)
Written Assignments (4 total)		
Research Plan	6/26	100 Points
Proposal	7/3	100 Points

Report	7/10	200 Points
Leadership Plan	7/24	200 Points
Presentation (1 total)	7/17	150 Points

Total Points: 1000

- A = 900 or more
- B = 800-899
- C = 700-799
- D = 600-699
- F = 599 or lower

Course Policies

Course assignments must be produced in Word documents whose file names end in .doc. By now, you know how to use Blackboard effectively. If you have remaining questions, contact Sandy Bogus at 432-837-8523 or sbogus@sulross.edu.

Late papers will not be accepted, unless you notify me three days before the assignment deadline by a memo email explaining your situation and requesting an extension. The email memo must be professional and follow the guidelines in Chapter 4 of *Business Communication*.

Scholastic honesty, as explained in *Business Communication* Chapter 9.6 is unethical and unprofessional. Please read and understand Ch 9.6. Students earn a grade of F for plagiarism and other forms of scholastic dishonesty.

Schedule of Assigned Reading and Writing

Week One June 1 through June 7 Principles of Successful Communication and Team Communication

Read Chapter 1 and complete Exercise 9 on page (26). Write out questions you have as you complete the assignment. Note sections of Chapter 1 that address your questions.

Read Chapter 2

Discussion Board (see Discussion Board link). Complete Discussion Board posting by Friday, and respond to two students by Sunday.

Read Appendix D on grammar, punctuation, mechanics, and conventions

Grammar Notebook

- Read Appendix D on grammar, punctuation, mechanics, and conventions; study Sections 1.1.1. and 1.1.2.
- Sentence-Level Skills Diagnostic Test
 - ✓ Complete the Sentence-Level Skills Diagnostic Test.
 - ✓ Complete the Sentence-Level Skills Assessment using Table D.1. When revising your written assignments, pay attention to those skill areas for which you made lower scores.
 - ✓ When you submit your assignments to Blackboard, mention in the comment box areas you would like me to help you with.

- Complete Grammar Exercise on nouns and pronouns (page 29)
- Complete Grammar Exercise on verbs (page 69)

Week Two 6/8 – 6/14 The Communication Process and Routine Messages

Read Chapter 3, Chapter 4, and Appendix A.

Discussion Board posting by Friday, and respond to two students by Sunday.

Grammar Notebook

- Study Sections 1.1.3. and 1.1.4. of Appendix D on grammar, punctuation, mechanics, and conventions
- Complete Grammar Exercise on adjectives and adverbs (page 109)
- Complete Grammar Exercise on prepositions and conjunctions (page 139)

Week Three 6/15 – 6/21 Researching Business Information and Communicating Persuasive Messages

Read Chapter 7, Appendix C, and Chapter 5

Discussion Board posting by Friday, and respond to two students by Sunday.

Written Assignment: Work on Research Plan Exercise 25 (p. 249) by 6/26

Grammar Notebook

- Study Sections 1.2.2, 1.3.3. and 1.3.4. of Appendix D on grammar, punctuation, mechanics, and conventions
- Complete Grammar Exercise on phrases and clauses (page 181)
- Complete Grammar Exercises on subject-verb agreement and on pronoun-antecedent agreement (page 251)

Week Four 6/22 – 6/28 Communicating Bad News and Writing Proposals

Read Chapters 6 and Chapter 8

Discussion Board posting by Friday, and respond to two students by Sunday.

Written Assignment:

- Work on Proposal using Exercise 19 (page 283) and the handout in Assignments
- Submit Research Plan Exercise 25 (p. 249) by 6/26

Grammar Notebook

- Study Sections 1.3. and 2.2 of Appendix D on grammar, punctuation, mechanics, and conventions
- Complete Grammar Exercise on common sentence errors: Run-ons and comma splices (page 215)
- Complete Grammar Exercise on commas (page 285)

Week Five 6/29 – 7/5 Writing Reports

Read Chapter 9 and Appendix B

Discussion Board posting

Written Assignment:

- Work on Report using Exercise 24 (page 283) and the handout in Assignments

- Submit Proposal by 7/3

Grammar Notebook

- Study Sections 2.3, 2.4, and 2.5 of Appendix D on grammar, punctuation, mechanics, and conventions
- Complete Grammar Exercise on semicolons and colons (page 341)
- Complete Grammar Exercise on quotation marks and italics (page 341)

Week Six 7/6 – 7/12 Writing and Delivering Presentations

Read Chapter 10

Discussion Board posting

Written Assignment

- Work on Presentation
- Submit Report by 7/10

Grammar Notebook

- Study Sections 2.6 and 2.7 of Appendix D on grammar, punctuation, mechanics, and conventions
- Complete Grammar Exercise on apostrophes (page 389)
- Complete Grammar Exercise on parentheses, dashes, brackets, and ellipses (page 389)

Week Seven 7/13 – 7/19 Completing the Leadership Plan

Discussion Board posting

Written Assignment

Submit Presentation by 7/17

Grammar Notebook

- Study Sections 3.1 and 3.2 of Appendix D on grammar, punctuation, mechanics, and conventions
- Complete Grammar Exercise on capitalization (page 431)
- Complete Grammar Exercise on numbers (page 431)

Week Eight 7/20 – 7/26 Course Review

Submit your Leadership Plan by 7/24