

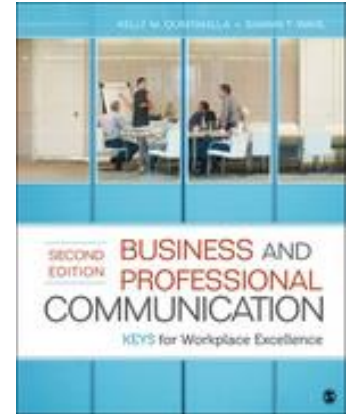
COMM 1320.001 –Business & Professional Communication
Spring 2019
Course Syllabus

Professor: Joseph Velasco, Ph.D.
Office Hours: Tuesday & Thursday, 3:30-5pm, or *by appointment*
Office Location: FAB 206B
Telephone: 837-8370
Email Address: jvelasco@sulross.edu
Class Schedule: 9:30 a.m. - 10:45 a.m. TTh
Classroom Location: MAB 302
Required Text: Quintanilla, K. M., & Wahl, S. T. (2014). Business and professional communication: Keys for workplace excellence (2nd ed.). London: Sage.

Always bring applicable reading material to class with you.

Introduction

Corporate employers demand effective communication and presentation skills. As a future professional, you will not only be expected to be a confident speaker, but also to organize and prepare clear, concise, and interesting presentations. This course will prepare you for the future by developing speaking and delivery skills, as well as critical thinking and analytic skills that focus on how to organize a presentation, solve problems, build arguments, and use your creativity. This course is designed to help you become a confident presenter, as well as a savvy presentation writer. Further, this course is designed to develop communication skills within multiple interpersonal business contexts.



Put more simply, this course is designed to help students become more attractive to employers throughout their professional lives, equipping students with skills and knowledge needed in maintaining professional positions/relationships, engaging students in an important dialogue about finding balance in their personal and professional lives, thereby considering their career goals in association with their overall happiness, well-being, and much, much more.

Section I. Student Learning Outcomes

This course is designed to meet one or more of the student learning outcomes applied to all Communication majors:

SLO 1: Students will be able to analyze communication content for argument, including identification of major elements, such as claim, warrants, and data.

SLO 2: Students will be able to effectively construct messages appropriate to audience, purpose, and context; including electronic media technologies.

SLO 3: Students will be able to apply Communication theories, perspectives, principles, and concepts to the analysis of communication situations.

Section II. Course Learning Objectives

The general objectives for this course are to *enhance your competence and knowledge of business and professional communication*. As a student, your learning objectives are to:

1. Recognize cultural differences that impact members of an organization
2. Enact a critical awareness of cultural diversity in the workplace.
3. Understand how to build positive interpersonal relationships in the workplace.
4. Plan and conduct an interview in both interviewee and interviewer roles.
5. Recall communication factors that influence the effective development of teams.
6. Identify and overcome common obstacles in group meetings.
7. Create and deliver a business presentation using technology.
8. Write an effective résumé and cover-letter
9. Become familiar with effectively composing several types of professional written communication (i.e., recommendation letters, press releases, emails, etc.)

Section III. Course Requirements, Assignments, and Grading

<u>Assignment</u>	<u>Points Possible</u>
Reading and Contributions	300
Résumé	100
Cover-letter	100
Mock Interview	100
Final (Duo) Presentation	300
Duo Presentation Outline	100
Total	1000

Grade Description (Points)

A = 895-1000
B = 795-894
C = 695-794
D = 595-694
F = < 595

Readings and Contributions. In this course **reading and discussion are critical**. As with most any course, learning is greatly enhanced when students internalize the material and engage it with others. I will keep track of who is demonstrating that they are keeping up with the reading. Further, I will keep track of attendance. *Everyone starts the course with 300 points*. Unexcused absences, disengaging from discussions, and demonstrating that you have not read are the usual reasons why this grade may drop.

Résumé/Cover-letter. For this assignment, you will find a job announcement and create a résumé and cover-letter as if you are applying for this position. Submit a copy of the job announcement along with this assignment.

Mock Interview. For this assignment, you will find a job announcement that is ideal for you presently or possibly in the future. You will use this announcement to prepare to hypothetically interview for this position. I expect you to prepare responses to a list of typical interview questions. In class, I will interview you in front of the class. Some questions will not be known by you, but such questions will be discussed in class and/or covered in our text. Your prepared responses will be typed and submitted on the day that you are interviewed in front of the class. Although you will have responses typed-out, you will not be able to interview with this material in front of you. You will be graded on how well you prepare your responses in writing as well as how you handle the live interview.

Duo Presentation. The Duo Presentation asks you and a partner to use your persuasive and creative skills to sell an idea or a product. Through brainstorming and other creative strategies, you and your partner will develop a marketing proposal to pitch to the class. The persuasive power and creativity of your proposal is key. To that end, you will develop a compelling and unique pitch and convince us in your 10-15 minute

presentation that it is the best choice. You and your partner receive the same grade on this assignment, worth a total of 300 points.

Section IV. Policies

Attendance. I expect you to be in class. You are responsible for everything that goes on, including announcements, lecture material, assignments, and modifications to the course schedule – *this includes required reading in subsequent class meetings*. Arrange with someone in the class wherein you will notify each other of relevant items in the event that one of you must be absent. Unexcused absences may result in a lower grade. In keeping with university policy, **I may drop you from the course if you meet or exceed nine unexcused absences in a MWF course or if you have at least six unexcused absences in a class that meets twice a week.** According to the university, an absence is defined as non-attendance in fifty minutes of class; for example, non-attendance in a one and one-half hour class will constitute one and one-half absences and non-attendance in a three hour class will constitute three absences. An absence because of participation in an official University activity is considered to be an authorized absence.

Classroom Demeanor. I expect the environment during class meetings to be conducive to learning. I have little tolerance for students talking among themselves when they should be listening to someone else speak. I understand that some comments pertain to class material; I encourage you to share these comments with the class as a whole. Also, I would rather that cell phones, pagers, etc. **not** disrupt class – make sure your communications technology is **shut down** when class begins.

Academic Integrity. I expect and assume that as students you conduct yourselves in accordance with the highest standards of academic honesty. Sul Ross State University reserves the right, through due process, to place on probation, suspend or expel any student who violates academic integrity and regulations by *plagiarism, classroom misdemeanor, or academic dishonesty*. Plagiarism includes doing and/or taking credit for someone else's work, presenting the ideas and work of others as your own, and not citing your sources if you utilize the ideas of others. Classroom misdemeanor includes cheating, allowing others to cheat, and interfering with others' ability to succeed in the course. Academic dishonesty includes procuring examination materials illegally, doing unauthorized group work, and handing in your own work for which you have already received academic credit (see Student Handbook, p. 39-40).

Late Work. *You are responsible for handing in assignments when they are due.* If you miss a due date, you will be given full credit *only* if the assignment was missed because of a University-excused absence – which includes hospitalization or a *serious* medical condition, a family or personal *emergency*, or a University-sponsored activity. In order to be able to make up the assignment, you must notify me beforehand *and* have supporting documentation from a relevant authority that the situation or event occurred.

Section V. Notes on University Programs and Policies

ADA. It is Sul Ross State University policy to provide reasonable accommodations to students with disabilities. If you would like to request such accommodations because of a physical, mental, or learning challenge, please contact the ADA Coordinator in the Counseling office in Ferguson Hall, Room 112. The mailing address is PO Box C-122, Alpine, TX 79832. E-mail: mschwartz@sulross.edu

Course Calendar
(This calendar is subject to change)

Week	Date	Topic	Reading	Due or To Do:
One	Jan 22 Jan 24	Course Introduction Excellence at Work	Chapter 1	
Two	Jan 29 Jan 31	Verbal and Nonverbal Communication Personality Assessments	Chapter 2 N/A	Location: UC 211B
Three	Feb 5 Feb 7	Listening Résumés & Interviews	Chapter 3 Chapter 4	Résumé & Cover Letter
Four	Feb 12 Feb 14	Professional Writing Interview Peer Evaluation	Chapter 9 N/A	N/A
Five	Feb 19 Feb 21	<i>Library Workshop on Research</i> Diversity in the Workplace & Interviewing	N/A Chapter 5	Location: Library
Six	Feb 26 Feb 28	Work Relationships Interviews	Chapter 6	N/A Interviews!
Seven	Mar 5 Mar 7	<i>Library Workshop on MBTI & Sigi3</i> Groups, Teams, & Meetings	N/A Chapter 7	Location: Library Interviews (Continued)
Eight	Mar 12 Mar 14	Hiring & Interviewing Others Informing & Persuading	Chapter 10 Chapter 11	
	Mar 19 Mar 21	SPRING BREAK – NO CLASS SPRING BREAK – NO CLASS		
Nine	Mar 26 Mar 28	Professional Persuasion Team Meetings	Chapter 11	
Ten	Apr 2 Apr 4	Designing a Speech Professional Delivery	Chapter 12 Chapter 13	
Eleven	Apr 9 Apr 11	Technology & Professionalism Team Meetings	Chapter 8	
Twelve	Apr 16 Apr 18	Team Meetings Team Meetings		
Thirteen	Apr 23 Apr 25	Finding Balance Duo Speech Presentations	Chapter 14	Course Evaluations
Fourteen	Apr 30 May 2	Duo Speech Presentations Duo Speech Presentations		
Fifteen	May 7 May 9	Duo Speech Presentations DEAD DAY – NO CLASS		
Sixteen	May 13	Final Exam - 8am-10am		Final Exam

