

COMM 1320.001 –Business & Professional Communication (Online)
SUMMER-I 2020
Course Syllabus

Professor:	Joseph Velasco, Ph.D.
Office Hours:	By appointment
Office Location:	FAB 206B; Online Classroom via Blackboard Collaborate
Telephone:	432-837-8370
Email Address:	jvelasco@sulross.edu
Class Schedule:	TBA
Classroom Location:	Blackboard-hosted Online Instruction
Required Text:	Quintanilla, K. M., & Wahl, S. T. (2014). Business and professional communication: Keys for workplace excellence (2 nd ed.). London: Sage.
Required Equipment & Software:	Internet connection; computer with webcam & microphone; Microsoft Word, Microsoft PowerPoint (available free to SRSU students via Office 365)

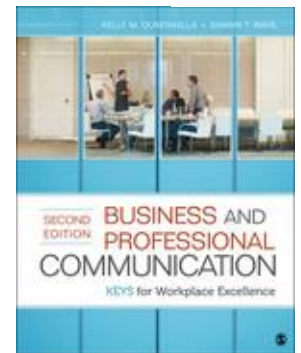
Resources

- Bookstore
- Graduate Student Center
- Human Resources
- Library
- Lobo lookout
- Lobo Pass
- Office 365**
- SGA
- Student Publications
- VoIP Control Panel

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 ho-w 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. Marketable Skills

This course offers you the opportunity to develop the following skills:

- Informative and Persuasive Speaking
- Audience-centered Writing
- Critical Analysis
- Research
- Effective Message Construction Using Technology

Section IV. Course Requirements, Assignments, and Grading

<u>Assignment</u>	<u>Points Possible</u>	Grade Description (Points)
Quizzes (5)	250	A = 895-1000
Job Announcement	50	B = 795-894
Résumé	100	C = 695-794
Cover-letter	100	D = 595-694
Mock Interview	100	F = < 595
Persuasive Presentation	300	
Persuasive Presentation Outline	100	
Total	1000	

Quizzes. In this course **reading is necessary**. As with most courses, learning is greatly enhanced when students internalize the material. Five quizzes will assess your understanding of course concepts. Each quiz will have ten questions worth five points each. You may be quizzed on reading and lecture material.

Job Announcement. This assignment requires you to find an actual job or internship announcement. It may be part of an active search, or it may be an older archived copy. The idea is to find a likely target employer while you are at SRSU or just beyond graduation. This announcement will guide three assignments: the resume, cover letter, and the mock interview.

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 interview for this position. I expect you to prepare responses to a list of typical interview questions. Through our Blackboard Online Classroom, I will interview you in front of the class. The questions I will ask you will be posted in advance on Blackboard. 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 handle the live interview.

Persuasive Presentation. The Persuasive Presentation asks you and possibly 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. If you choose to work alone, your presentation must be 5-10 minutes in length. Presentations will be made through our Online Classroom. Your presentation must include your face being visible while you are speaking. Extra credit will be offered to those who are able to make their face visible while their PowerPoint presentation is also visible.

Section V. Policies

Basic Class Expectations: It is important that you understand that summer courses only last 5.5 weeks, but we still must cover the same amount of material that we cover in a 16 week course. It is expected that you spend at least a few hours each day to complete the course readings and assignments. Since this is an online course, it is also expected that you have reliable internet service and that you check your university email at least once a day. It is also recommended that you set up course notifications in Blackboard to receive a text alert when I post announcements, grades, or other course-related items. See instructions in Blackboard

Online Classroom Demeanor: Communication issues tend to be emotionally charged. It is highly unlikely in a class this size that everyone will share your personal values, beliefs, and opinions. Believe it or not, this is a good thing! The presentation of varying perspectives will help all of us to learn. This can

be accomplished if ideas, beliefs, and opinions are presented in a respectful way. I will be expecting all students to follow basic ground rules for online discussion. These are included at the end of the syllabus

Academic Integrity. Doing and/or taking credit for someone else's work, presenting the ideas and work of others as your own, and/or not citing your sources when you utilize the ideas of others are all violations of academic integrity. It is your responsibility to read and understand the university's stance on academic dishonesty in the SRSU Student Handbook, as all violations will be taken seriously and handled through the university judicial process

Late Work: All of the assignments for the entire course will be posted and available as soon as the course is open. It is expected that all assignments are completed by the stated deadlines. This is especially important in summer courses. Please plan your time carefully. If something does come up, prompt and clear communication will facilitate an accommodating response.

Section VI. 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. You may also call 432-837-8203. E-mail: rebecca.wren@sulross.edu or danielle.pertuso@sulross.edu
The Center, however, will now be scheduling online confidential (HIPAA compliant) Zoom video therapy sessions. To make an appointment, please complete and return the Electronic Informed Consent Form.

Students should complete and return the Student Electronic Informed Consent

Form: https://www.sulross.edu/sites/default/files//sites/default/files/users/docs/counseling/student_electronic_informed_consent-srsu_-rev-4-28-20_to_use.pdf

SRSU Distance Education Statement: Students enrolled in distance education courses have equal access to the university's academic support services, such as Smarthinking, library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students' identities and to protect students' information. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. **Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course,** as outlined on the SRSU website.

Calendar

(This calendar is subject to change)

Week	Date	Topic	Chapter	Assignment/Activity
One	May 20	Intro to Course	N/A	Introductions
	May 21	Excellence at Work	1	N/A
	May 22	Verbal and Nonverbal Communication	2	Quiz 1
Two	May 25	Personality Assessments	N/A	https://www.sulross.edu/page/2452/assessments
	May 26	Listening	3	Job Announcement
	May 27	Résumés & Interviews	4	Résumé & Cover Letter
	May 28	Professional Writing	9	Quiz 2
	May 29	<i>Video Lecture on Research</i>	N/A	N/A
Three	June 1	Interview Peer Evaluation	N/A	Online Classroom
	June 2	Interviews!	N/A	Online Classroom
	June 3	Diversity in the Workplace	5	N/A
	June 4	Work Relationships	6	Quiz 3
	June 5	<i>Watch Videos on MBTI & Sigi3</i>	N/A	N/A
Four	June 8	Groups, Teams, & Meetings	7	Select Partner
	June 9	Hiring & Interviewing Others	10	N/A
	June 10	Informing & Persuading	11	Quiz 4
	June 11	Professional Persuasion	11	Team Meetings
	June 12	Designing a Speech	12	Team Meetings
Five	June 15	Professional Delivery	13	N/A
	June 16	Technology and Professionalism	8	N/A
	June 17	Team Meetings	N/A	Team Meetings
	June 18	Last Chance to Work on Speeches	N/A	Speech Workshop
	June 19	Finding Balance	14	Quiz 5
Six	June 22	Persuasive Presentations! 😊	N/A	Online Classroom
	June 23	Persuasive Presentations! 😊	N/A	Online Classroom
	June 24	Persuasive Presentations! 😊	N/A	Online Classroom
	June 25	Course Wrap-up and Course Evaluation	N/A	Course Evaluation
	June 26	Final Exam Day – Pers. Presentations 😊		Online Classroom

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