


**COMM 1320.001 –Business & Professional Communication  
Spring 2022  
Course Syllabus**

<b>Professor:</b>	<b>Joseph Velasco, Ph.D.</b>
<b>Office Hours:</b>	MW: 10-11am, 2-3pm; TTh: 2-3pm; & Fri (web) 8am-noon
<b>Office Location:</b>	FAB 206B; Online Classroom via Blackboard Collaborate
<b>Telephone:</b>	432-837-8370
<b>Email Address:</b>	jvelasco@sulross.edu
<b>Class Schedule:</b>	TTh 9:30-10:45am
<b>Classroom Location:</b>	MAB 302
<b>Required Text:</b>	Quintanilla, K. M., & Wahl, S. T. (2017). Business and professional communication: Keys for workplace excellence (3 <sup>rd</sup> ed.). London: Sage.
<b>Required Equipment &amp; Software:</b>	Internet connection; computer with webcam & microphone; Microsoft Word, Microsoft PowerPoint (available free to SRSU students via <b>Office 365</b> )

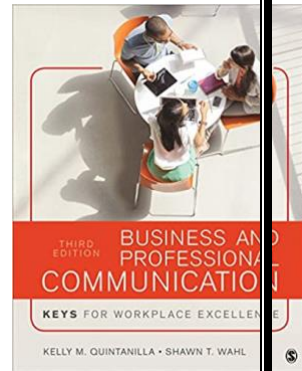
Resources

- Bookstore
- Graduate Student C
- Human Resources
- Library
- Lobo lookou
- Lobo Pass
- Office 365**
- SGA
- Student Publication
- VoIP Control Panel



**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., memos, emails, etc.)

### 2021-2022 Core Assessment (Critical Thinking):

In addition to other outcomes listed here, I will also be promoting the following in this class:

**Critical Thinking:** Students will develop critical thinking skills to include creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information.

## 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

<i>Assignment</i>	<b>Points Possible</b>	<b>Grade Description (Points)</b>
<i>Quizzes (5)</i>	250	A = 895-1000 B = 795-894 C = 695-794 D = 595-694 F = < 595
<i>Job Announcement</i>	50	
<i>Résumé</i>	100	
<i>Cover Letter</i>	100	
<i>Mock Interview</i>	100	
<i>Persuasive Presentation</i>	300	
<i>Persuasive Presentation Outline</i>	100	
<i>Total</i>	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 these assignments, you will use the job announcement (referenced above) and create a résumé and cover letter as if you are applying for this position. Submit a copy of the job announcement along with these assignments. You are allowed multiple submissions throughout the course to encourage revision. The latest revision replaces the previous grade. In this way, I can track your learning, encourage a process approach to writing, and you can end up with your best work. It's rigorous for me as a professor, but your learning is worth it. Please respect my time by offering your best work.

***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. Each presentation must verbally cite a minimum of four credible sources.

## **Section V. Policies**

***Basic Class Expectations:*** It is expected that you spend at least a few hours each week 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.*** Intellectual development requires hard work. Academic dishonesty severely interferes with this development and reduces the value of college degrees. Presenting the ideas or work of others as your own, submitting the same paper for multiple classes, doing someone else's work, and/or failing to cite your sources when you utilize the ideas of others, are all examples of dishonest academic conduct. As an SRSU student, it is your responsibility to read and understand the university's expectations about academic integrity. All violations will be taken seriously and handled through the appropriate university process. The policy can be found at: <https://www.sulross.edu/about/administration/university-policies/>

**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. 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.** SRSU Disability Services. Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Mary Schwartze Grisham, SRSU's Accessibility Services Coordinator at 432-837-8203 ("please leave a message and we'll get back to you as soon as we can during working hours"). The office is located on the first floor of Ferguson Hall (Suite 112), and their mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832. **Please note that instructors are not permitted to provide classroom accommodations to a student until the appropriate verification has been received.**

**SRSU Distance Education Statement:** Students enrolled in distance education courses have equal access to the university's academic support services, such as 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. 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.** Directions for filing a student complaint are located in the student handbook.

**Technical Support.** SRSU 24/7 Blackboard Technical Support: Toll Free: 888.837.6055.  
Email: [blackboardsupport@sulross.edu](mailto:blackboardsupport@sulross.edu)

**SRSU Library Services.** The Bryan Wildenthal Memorial Library in Alpine offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, [library.sulross.edu](http://library.sulross.edu). Off-campus access requires your LoboID and password. Check out materials using your photo ID. Librarians are a tremendous resource for your coursework and can be reached in person, by email ([srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu)), or phone (432-837-8123).

**Calendar**  
(This calendar is subject to change)

1<sup>st</sup> week  
online

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Week	Date	Topic	Reading	Due or To Do:
One	Jan 10- Jan 14	Course Introduction Video Excellence at Work	Chapter 1	Introductions on Blackboard
Two	Jan 18 Jan 20	Verbal and Nonverbal Communication Personality Assessments	Chapter 2 N/A	<b>Location: UC 211B or</b> <a href="https://www.sulross.edu/student-life/career-services/assessments/">https://www.sulross.edu/student-life/career-services/assessments/</a> <b>Quiz 1</b>
Three	Jan 25 Jan 27	Listening Résumés & Interviews	Chapter 3 Chapter 4	Job Announcement Résumé & Cover Letter
Four	Feb 1 Feb 3	Professional Writing Interview Peer Evaluation	Chapter 9	<b>Quiz 2</b>
Five	Feb 8 Feb 10	Interviews (Sign-up on Blackboard) <i>Video Lecture on Research</i>	N/A	<b>Sign up on Bb</b>
Six	Feb 15 Feb 17	Diversity in the Workplace Work Relationships	Chapter 5 Chapter 6	<b>Quiz 3</b>
Seven	Feb 22 Feb 24	<i>Discuss MBTI &amp; Sigi3</i> Groups, Teams, & Meetings	N/A Chapter 7	
Eight	Mar 1 Mar 3	Hiring & Interviewing Others <b>Team Meetings</b>	Chapter 10	
Nine	Mar 8 Mar 10	<b>SPRING BREAK – NO CLASS</b> <b>SPRING BREAK – NO CLASS</b>		
Ten	Mar 15 Mar 17	Informing & Persuading Professional Persuasion	Chapter 11	<b>Quiz 4</b>
Eleven	Mar 22 Mar 24	Designing a Speech Professional Delivery	Chapter 12 Chapter 13	
Twelve	Mar 29 Mar 31	Technology & Professionalism <b>Team Meetings</b>	Chapter 8	
Thirteen	Apr 5 Apr 7	<b>Team Meetings</b> Finding Balance	Chapter 14	<b>Quiz 5</b>
Fourteen	Apr 12 Apr 14	Duo Speech Presentations Duo Speech Presentations		
Fifteen	Apr 19 Apr 21	Duo Speech Presentations Duo Speech Presentations		
Sixteen	Apr 26 Apr 28	Duo Speech Presentations <b>DEAD DAY – NO CLASS</b> <b>Final Exam - TBA</b>		<b>Final Exam</b>

