

COMM 1320.W01 –Business & Professional Communication
Fall 2022
Course Syllabus

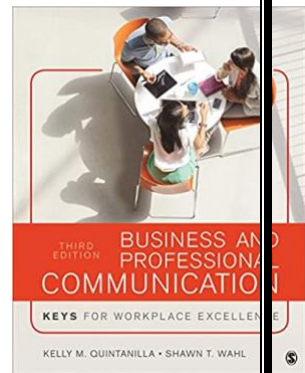
Professor:	Joseph Velasco, Ph.D.
Office Hours:	MW: 10-11am (in MAB 301), 2-3pm; TTh: 2-3pm; & Fri (web) 1pm-5pm
Office Location:	LH 307; Online Classroom via Blackboard Collaborate
Telephone:	432-837-8370
Email Address:	jvelasco@sulross.edu
Class Schedule:	11-11:50am, MWF
Classroom Location:	MAB 302
Required Text:	Quintanilla, K. M., & Wahl, S. T. (2017). Business and professional communication: Keys for workplace excellence (3 rd 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 looko
Lobo Pass
Office 365

Introduction

My name is Dr. Joseph Velasco (most students call me Dr. V), and I am happy to be on this professional journey with you. 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 written documents and presentations. Further, you will be expected to work well with others, handle challenging situations including conflict, asking for a raise, interviewing (others), participating (and leading) meetings, and more.

This course is designed to help you develop in many ways to genuinely increase your chances of selecting the right career for you, getting hired, thriving in the workplace, and effectively managing your work-life balance. Developing your self-awareness and increasing your professionalism are vital. Further, this course is designed to develop communication skills within multiple interpersonal business contexts. This course is taught from a communication perspective that is firmly rooted in research yet is balanced by practical experience.



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.)

2022-2023 Core Assessment (Personal Responsibility):

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

Personal Responsibility: Students will develop principles of personal responsibility for living in a diverse world; to include intercultural competency, knowledge of civic responsibility, and the ability to engage effectively in regional and global communities.

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>	Points Possible	Grade Description (Points)
<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 class has online resources, I expect 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 alerts (e.g., email, text, etc.) 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 our interactions whether they are face-to-face or virtual. We will discuss and establish these ground rules in class.

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 Rebecca Greathouse Wren, LPC-S, 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), or email rebecca.wren@sulross.edu. Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832.

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

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. 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), or phone (432-837-8123).

Calendar

Week	Date	Topic	Reading	Due or To Do:
One	Aug 22 Aug 24 Aug 26	Course Introduction Video Excellence at Work	Chapter 1	Introductions on Blackboard
Two	Aug 29 Aug 31 Sept 2	Verbal and Nonverbal Communication Personality Assessments	Chapter 2 N/A	Location: UC 211B or https://www.sulross.edu/student-life/career-services/assessments/ Quiz 1
Three	Sept 5 Sept 7 Sept 9	Listening Résumés Interviews	Chapter 3 Chapter 4 Chapter 4	Job Announcement Résumé & Cover Letter
Four	Sept 12 Sept 14 Sept 16	Professional Writing Research Online Quiz	Chapter 9	Quiz 2
Five	Sept 19 Sept 21 Sept 23	Interview Peer Evaluation Interviews (Sign-up on Blackboard) Interviews	N/A N/A N/A	
Six	Sept 26 Sept 28 Sept 30	Diversity in the Workplace Work Relationships Online Quiz	Chapter 5 Chapter 6	Quiz 3
Seven	Oct 3 Oct 5 Oct 7	<i>Watch Videos on MBTI & Sigi3</i> Groups, Teams, & Meetings <i>Team Meetings – Outside of Class</i>	N/A Chapter 7	
Eight	Oct 10 Oct 12 Oct 14	Hiring & Interviewing Others <i>Team Meetings</i> <i>Team Meetings</i>	Chapter 10	
Nine	Oct 17 Oct 19 Oct 21	Informing & Persuading Professional Persuasion Online Quiz	Chapter 11	Quiz 4
Ten	Oct 24 Oct 26 Oct 28	Designing a Speech Professional Delivery <i>Team Meetings</i>	Chapter 12 Chapter 13	
Eleven	Oct 31 Nov 2 Nov 4	Technology & Professionalism <i>Team Meetings</i> <i>Team Meetings</i>	Chapter 8	Vote on November 3 rd !
Twelve	Nov 7 Nov 9 Nov 11	<i>Team Meetings</i> <i>Team Meetings</i> <i>Team Meetings</i>		
Thirteen	Nov 14 Nov 16 Nov 18	Finding Balance Duo Speech Presentations Duo Speech Presentations	Chapter 14	Quiz 5
Fourteen	Nov 21 Nov 23 Nov 25	Duo Speech Presentations Thanksgiving Holiday – No Class! Thanksgiving Holiday – No Class!		Course Evaluations begin
Fifteen	Nov 28 Nov 30 Dec 1	Duo Speech Presentations Duo Speech Presentations DEAD DAY – NO CLASS		
Sixteen	TBA	Final Exam - TBA		Final Exam

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