

Most recently taught Fall 2000: Not currently scheduled to be taught

Communication 275: Business and Professional Communication

PURPOSE: This course is designed to provide students with theory and practice in using forms of communication common in business and professional settings. This includes various written, electronic, and oral forms of communication in a variety of settings.

OBJECTIVES: At the end of this course the student should be able to:

1. Apply interpersonal communication skills to organizational settings.
2. Understand, explain, and use principles of effective interviewing.
3. Understand, explain, and use communication skills in various group settings.
4. Understand and present effective organizational presentations including using Power Point.

UNITS: 1. Communication Principles
2. Public Presentations
3. Interpersonal Skills in Organizational Settings
4. Interviewing and Resume Writing
5. Group Communication in Organizations

TEXTS: Adler, R.B., & Elmhorst, J.M. (1998). Communication at work: Principles and practices for business and the professions. Boston, MA: McGraw-Hill.

Yate, M. (2000 or 1999). Knock 'em dead 2000 (or 1999). Holbrook, MA: Adams Media Corporation.

EVALUATION: (tentative weighting)

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| Quizzes: | 5% | 50 pts. |
| Exam 1: | 15% | 150 pts. |
| Exam 2: | 15% | 150 pts. |
| Career Research Presentation: | 15% | 150 pts. |
| Interview Sites Assignment: | 10% | 50 pts. |
| Interview Assignment: | 15% | 150 pts. |
| Recruiter Presentation: | 15% | 200 pts. |
| Class Participation/Attendance: | 10% | 100 pts. |

Quizzes: A frustration for me as a professor is students failing to read assigned readings on time. Taking class time to give quizzes also seems inappropriate. To address this, there will be a series of quizzes (indicated on the schedule) on the WebCT internet site. These quizzes will be objective and short. They may be taken any time, day or night, but must be taken prior to the assigned class time. The quizzes will no longer be available after the assigned times. If you have not taken them by the deadlines, you will receive a zero on them. You will be able to work ahead some on quizzes. You will also know instantly how you did on the quiz as part of the WebCT program.

Examination 1 and 2: These will cover the appropriate chapters from the text, as well as the information from class discussions and presentations that supplements those materials. The basic format of the exams will be short answer and short essays. Sometimes a couple sentences will answer the questions; sometimes lists with explanatory phrases will be appropriate; and sometimes you'll need to write a paragraph or two.

Career Research Presentation—Due between September 25 and October 4 as assigned:

Perhaps you have already taken the opportunity to talk to people in the area you would like to work in the future. However, you probably have not done any systematic research about it. This is your opportunity. The assignment consists of three parts:

Library Research: Go to the library and/or career center and do some reading about two careers you are considering. These may be fairly specific or general careers. Find out these kinds of things: educational requirements, typical job requirements, current and future job opportunities, entry-level salaries, and anything else you can find. Use this information to develop your interview schedule for the next step.

Personal Interviews: Interview two people who are currently employed in the two areas (one in each). Use what you learned in the library to help you ask good questions. In particular, be sure to ask them how their education helped them get and keep their job, what communication skills and knowledge they use regularly, and what advice they would have for college students preparing for the field.

Presentation: Purpose: Informative
Time: 5-7 minutes
Delivery style: extemporaneous
Visual Aids: as appropriate (must use Power Point on one of your presentations)
Organization: as appropriate
Content: general information including positives and negatives of both careers, specifics (like salaries and opportunities) and examples from the interviews including a comparison and contrast of the two careers

Hand in the following: 1) an outline of your presentation; 2) a reference list for your library research; 3) a copy of your interview schedule, names of interviewees, and interview notes. NOTE: The biggest challenge in this presentation is relating your topic to the class members who pursuing other careers or have researched the same careers.

In an effort to make the speeches a little more diverse, students will sign up for the occupations that they choose. You will still be able to choose any occupation that you want, but should make some adaptations for the sake of the audience if one of your careers has already been presented on more than one occasion.

Interview Sites Assignment—Due October 23 or as assigned

For this assignment you should first read Chapter 7: Types of Interviews and parts of the Yate's book. Then using your favorite internet browser, find at least two web sites that give advice on job interviewing. In a 2 to 4 page paper, evaluate the web sites.

Your evaluation should include the following criteria and/or others that seem appropriate: the credibility of the source, the accuracy/appropriateness of the advice, the uniqueness of the advice, the target audience/applicants, and the quality of the visual representation. Include other criteria that seem appropriate. You should compare some of this information on the web site to what is in the textbook or Yate's book.

On a reference page, list the complete web address and the date you visited the site so that I can visit those sites. If you can find it, report the source of the information (you'll need to do this to address the credibility of the source). You can sometimes do this by deleting the last portion of the web site (one phrase at a time), until you get to some home page or source.

Job Interview Assignment—Due November 8 or as assigned

For this assignment you will participate in a mock job interview. You will be paired up with one other member of the class. You will serve either as the interviewer or the interviewee (but not both). This works best if the interview is for a job that both of you are reasonably informed about. It should be for a full time position, but does not need to be for a career position. You should meet and agree on the nature of the position for the interview.

Everyone must develop a resume and cover letter as part of the assignment. This should be current and professional so that you could send it out if you were really applying for a job the next day. Also, the interviewee should provide the interviewer with a copy of the resume at least the day before the mock interview so that the interviewer can prepare.

Using Switzler 209 as an “office,” each pair of you will do a mock interview from entering the room through exiting. You will sign up for times so that there are no conflicts. The whole interview needs to be video taped. You may rearrange the furniture if you wish.

It is expected that this be “unrehearsed”. In the past, people who rehearse generally do shorter and “stiffer” interviews. You should do this like a real interview where you do not know exactly what will happen. We will discuss in class the opening, body, and closing of the interview and what should and should not be in each part.

You will also fill out a brief evaluation of your partner. This will supplement my evaluation of the interview. Even though you are doing this together, you will receive separate grades. It is possible that you might both do equally well or that there would be a significant difference in performance.

To Hand In Immediately After Your Mock Interview: 1) a copy of your resume and cover letter (each of you); 2) a videotape of your interview (your videotape will be evaluated); 3) an evaluation of your partner.

Recruiter Presentation--Due November 27 to December 8 as assigned

Research: Research a major organization, perhaps one you are interested in as a future employer, but it can be any company. You are to do research in at least three areas: 1) physical documents published by the organization, such as annual reports, public relation materials, employee handbooks, etc. 2) electronic/web page of the organization. 3) news coverage (minimum 3 articles) of the company. You should search long enough that you find some negative information about the organization (or at least not positive).

Assume your audience is a group of college students attending a job fair in which each company gets a few minutes to speak to the whole group before meeting students at individual booths. Develop a presentation to recruit them.

Presentation: Purpose: To inform and persuade
 Delivery Time: 7-9 minutes
 Delivery style: extemporaneous
 Visual Aids: Required—(Must use Power Point on one of your presentations.)
 Organization: as appropriate
 Content: general information about the company—its products/services, success, etc., and its employment opportunities including positives and negatives of the careers, specifics (like salaries and opportunities)
 Rebuttal: be sure to respond to the negative information you discovered about the organization and/or the positive information they may hear about other companies.

To Hand In: 1) an outline of presentation; 2) list of references; 3) copies of the articles.

Participation and Attendance: Participation involves more than attendance; it includes getting involved in discussions, asking questions, and providing feedback to other class members. In addition, you will be asked to present information to the class individually or in groups from time to time. Obviously, you must attend to participate in these activities. Attendance is expected like it is in a job. You have four personal or sick days that you may take during the semester. If you miss no more than four class periods, your attendance will not affect your grade. Beginning with your fifth absence your grade can be reduced by as much as a full letter grade (100 points) for lack of participation. If absences are due to an extended illness, please provide documentation and special arrangements may be made.

When you are absent, you should first attempt to get notes or information concerning what you missed from another student. Once you have that information, come and see me for any additional clarification you may need. Please do not expect me to summarize 50 minutes of class time in the 2 minutes left before class begins.

Late Work: Except for extreme and documented reasons, no late quizzes, assignments, or exams will be allowed.

Grading Scale: (tentatively, assuming 1000 points)

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|-------------|-----------|------------|
| A+=930-1000 | A=910-929 | |
| B+=890-909 | B=840-889 | B-=820-839 |
| C+=800-819 | C=750-799 | C-=730-749 |
| D+=710-729 | D=660-709 | D-=640-659 |

Checking your progress: As part of the class WebCT internet site, you will be able to access your grade at any time to see your progress. This will allow you to know how you are doing at any time in the semester. However, no one else will be able to see your grade (except the instructor) unless you give your password to him or her. The only grades that will not be posted until the end of the semester will be participation/attendance grades.

Academic Honesty: Academic honesty is fundamental to the activities and principles of a university. All members of the community must be confident that each person's work has been responsibly and honorably acquired. Any attempt to gain an unfair advantage over other students is a serious matter of dishonesty whether it is successful or not and whether it is an attempt to gain advantage for oneself or another. Two types of academic dishonesty can have serious implications for your grade in this course. **Plagiarism:** Plagiarism occurs when you claim credit for someone else's idea without giving them the deserved credit. Common knowledge or personal experience does not need to be referenced. However, if the idea or information comes from a source (written or in person), you must give credit to the source whether you are using exact wording or paraphrasing ideas. When plagiarism occurs, the grade for the assignment will be reduced significantly. A failing grade on the assignment or in the course can be the result. **Cheating:** Cheating is an extreme form of plagiarism. Copying the majority or entirety of someone else's work and presenting it as your own or allowing someone else to copy your work is cheating. Relying on any form of assistance during an examination other than your knowledge of the content is another form of cheating. If discovered, cheating will result in the individual being turned in for academic dishonesty and can result in failure in the course or suspension from the university.

American Disabilities Act: If you have special needs as addressed by the Americans with Disabilities Act and need special arrangements for this class, contact your instructor or notify the Office of Disability Services, AO48 Brady Commons, 882-4696. Reasonable efforts will be made to accommodate your needs.

Tentative Schedule for Fall 2000

| | | |
|----------------------------------------|---------|---------------------------------------------------------------------------------------|
| Mon | Aug 21 | Course Introduction |
| Wed | Aug 23 | A&E Chapter 1 Communication at Work: Quiz 1 by 9:45 A.M. |
| Fri | Aug 25 | Chapter 1 Continued |
| Mon | Aug 28 | A&E Chapters 10-11 Developing and Organizing |
| Wed | Aug 30 | A&E Chapters 12-13 Visual Support and Delivery |
| Fri | Sept 1 | Powerpoint |
| Monday, September 4, Labor Day Weekend | | |
| Wed | Sept 6 | A&E Chapters 14 Informative Speaking: Quiz 14 by 9:45 A.M |
| Fri | Sept 8 | A&E Chapter 3 Verbal and Nonverbal Communication |
| Mon | Sept 11 | Chapter 3 Continued |
| Wed | Sept 13 | A&E Chapter 2 Communication, Culture, and Work (Diversity) Quiz 2 by 9:45 A.M. |
| Fri | Sept 15 | Continued (Organizational) |
| Mon | Sept 18 | A&E Chapter 4 Listening: Quiz 4 by 9:45 A.M. |
| Wed | Sept 20 | A&E Chapter 5 Interpersonal Skills |
| Fri | Sept 22 | Chapter 5 Continued (Conflict) |
| Mon | Sept 25 | Career Research Presentations (5) |
| Wed | Sept 27 | Career Research Presentations (5) |
| Fri | Sept 29 | Career Research Presentations (5) |
| Mon | Oct 2 | Career Research Presentations (5) |
| Wed | Oct 4 | Career Research Presentations (5) |
| Fri | Oct 6 | Examination 1 —Chapters 1-5, 10-14 |
| Mon | Oct 9 | Yate, Section 1& 2 (pp. 1-119) |
| Wed | Oct 11 | Resume Writing |
| Fri | Oct 13 | (Rough Drafts of Cover Letters and Resumes Due) |
| Mon | Oct 16 | A&E Chapter 6 Quiz 6 by 9:45 A.M. |
| Wed | Oct 18 | A&E Chapter 7 Types of Interviews |
| Fri | Oct 20 | Finish Chapter 7 |
| Mon | Oct 23 | Yate, Section 3 (pp. 121-210) Internet Assignment Due |
| Wed | Oct 25 | Finish Yate Section 3 |
| Fri | Oct 27 | Yate, Section 4-5 (pp. 211-287) |
| Mon | Oct 30 | A&E Chapter 15 Persuasive Presentations |
| Wed | Nov 1 | A&E Chapter 8 Teams Quiz 8 by 9:45 A.M. |
| Fri | Nov 3 | Leadership |
| Mon | Nov 6 | Chapter 8 Decision Making |
| Wed | Nov 8 | Decision Making Interview Assignment Due |
| Fri | Nov 10 | (TBA—Most likely no class meeting.) |
| Mon | Nov 13 | A&E Chapter 9 Effective Meetings |
| Wed | Nov 15 | Technology and Business Meetings |
| Fri | Nov 17 | Parliamentary Procedure |

Thanksgiving Break Saturday, November 18 to Sunday, November 26

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| Mon | Nov 27 | Organization Presentations (4) |
| Wed | Nov 29 | Organization Presentations (4) |
| Fri | Dec 1 | Organization Presentations (4) |
| Mon | Dec 4 | Organization Presentations (4) |
| Wed | Dec 6 | Organization Presentations (4) |
| Fri | Dec 8 | Organization Presentations (4) |
| Mon | Dec 11 | Course evaluation and review |

THURSDAY Dec 14 3:30-5:30 p.m. **Examination 2:** Yate (entire book), Chapter 6-9 & 15

Tentative Assignment Schedule: Summer 1999

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|------|---------|-----|-------------------------------------------------------------------|
| Tue | June 8 | 1st | Course Introduction |
| | | 2nd | Library Activity |
| Wed | June 9 | 1st | A&E Chapter 1 Communication at Work: Quiz 1 by 9:30 A.M. |
| | | 2nd | Chapter 1 Continued |
| Thur | June 10 | 1st | A&E Chapters 10-11 Developing and Organizing |
| | | 2nd | A&E Chapters 12-13 Visual Support and Delivery |
| Fri | June 11 | 1st | A&E Chapters 14 Informative Speaking: Quiz 14 by 9:30 A.M. |
| | | 2nd | A&E Chapter 3 Nonverbal Communication |
| Mon | June 14 | 1st | A&E Chapter 2 Communication, Culture, and Work (Diversity) |
| | | 2nd | Continued (Organizational) |
| Tues | June 15 | 1st | A&E Chapter 4 Listening: Quiz 4 & 5 by 9:30 A.M. |
| | | 2nd | A&E Chapter 5 Interpersonal Skills |
| Wed | June 16 | 1st | Career Research Presentations (5) |
| | | 2nd | Career Research Presentations (5) |
| Thur | June 17 | 1st | Career Research Presentations (5) |
| | | 2nd | Career Research Presentations (5) |
| Fri | June 18 | | Examination 1 —Chapters 1-5, 10-14 |
| Mon | June 21 | 1st | Yate, Section 1& 2 (pp. 1-119) |
| | | 2nd | Resume Writing |
| Tues | June 22 | 1st | A&E Chapter 6 Quiz 6 & 7 by 9:30 A.M. |
| | | 2nd | A&E Chapter 7 Types of Interviews |
| Wed | June 23 | 1st | Yate, Section 3 (pp. 121-210) |
| | | 2nd | Internet Assignment Due |
| Thur | June 24 | 1st | Yate, Section 4-5 (pp. 211-287) |
| | | 2nd | Conitnue |
| Fri | June 25 | 1st | A&E Chapter 15 Persuasive Presentations |
| | | 2nd | Continue |
| Mon | June 28 | 1st | A&E Chapter 8 Teams Quiz 8 by 9:30 A.M. |
| | | 2nd | Decision-Making: Interview Assignment Due |
| Tues | June 29 | 1st | A&E Chapter 9 Effective Meetings |
| | | 2nd | Continued |
| Wed | June 30 | 1st | Organization Presentations (5) |
| | | 2nd | Organization Presentations (5) |
| Thur | July 1 | 1st | Organization Presentations (5) |
| | | 2nd | Organization Presentations (5) |
| Fri | July 2 | | Examination 2: Yate, Chapter 6-9 & 15 |

