

## COMMUNICATION FOR BUSINESS AND PROFESSIONALS

<b>COURSE NUMBER/DESIGNATION/SECTION:</b>	COMS 2382.03
<b>COURSE TITLE:</b> Professionals	Communication for Business and
<b>CREDIT HOURS:</b>	3 hrs.
<b>SEMESTER, YEAR:</b>	Fall 2017
<b>LOCATION OF CLASS MEETING:</b>	Online
<b>MEETING TIMES:</b>	Online
<b>INSTRUCTOR:</b>	Capps
<b>OFFICE LOCATION:</b>	DRCB 325
<b>OFFICE HOURS:</b>	MW 11 – 12 and 1 -2 and by appointment
<b>OFFICE PHONE:</b>	936-294-3710
<b>E-MAIL ADDRESS:</b>	<a href="mailto:scm_pjc@shsu.edu">scm_pjc@shsu.edu</a>

**COURSE DESCRIPTION:** This course's examines theory and research in interpersonal principals, leadership strategies, listening skills, and nonverbal skills necessary for such types of communication as interviewing, group decision-making, speech preparation, and presentations. Not for Communication Studies majors or minors. Credit 3 hours

### COURSE OBJECTIVES AND STUDENT LEARNING OUTCOMES (SLO)

Objective/SLO 1: Students will develop an understanding of the fundamental principles and theories of communication as they apply to professional settings.

Objective/SLO 2: Students will be able to prepare for, organize, outline, and document a professional business presentation.

Objective/SLO 3: Students will be able to develop and incorporate appropriate supporting materials into their professional business presentations.

Objective/SLO 4: Students will be able to deliver effectively a professional business presentation.

### THECB Skill Objectives

1. **Critical Thinking Skills:** This objective includes creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information through audience analysis, topic selection, evaluation of research materials, and the use of appropriate arguments in speech making.
2. **Communication Skills:** This objective includes effective development, interpretation, and expression of ideas in written, oral, and visual communication through the preparation and delivery of in-class speech assignments and outlines.
3. **Empirical and Quantitative Skills:** This objective includes the manipulation and analysis of numerical data or observable facts resulting in informed conclusions through the use of numerical data as forms of support for speech claims.
4. **Teamwork:** This objective includes the ability to consider different points of view and to work effectively with others to support a shared purpose or goal through course material on the nature of groups and teams and through an in-class group decision making assignment.

5. **Personal Responsibility:** This objective includes the ability to connect choices, actions, and consequences to ethical decision-making through class discussion of ethical communication and in-class assignments involving handling ethical dilemmas.

6. **Social Responsibility:** This objective includes intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities through class discussion and case studies of how intercultural differences affect business.

Capps

**SUPPORTING TEXTBOOK:** TEXT: Adler, Ronald B. COMMUNICATING AT WORK: McGraw Hill, 11<sup>th</sup> Edition

## **COURSE OUTLINE**

WEEK	
8/23 - 8/26	Self-Introduction and Syllabus Exam
8/27 - 9/02	Read Unit 1 Chapters: 9, 10, 11, and 12
9/03 - 9/09	Unit 1 Discussion Board
9/10 - 9/16	Take Unit 1 Exam
9/17 - 9/23	INFORMATIVE SPEECHES WITH POWER POINT
9/24 - 9/30	INFORMATIVE SPEECHES WITH POWER POINT
10/01 - 10/07	Read Unit 2 Chapters: 1 (p.5 – 14), 2, 3, 4, and 5
10/08 – 10/14	Continue reading Unit 2
10/15 – 10/21	Unit 2 Discussion Board
10/22 - 10/28	Take Unit 2 Exam
10/29 - 11/04	PERSUASIVE SPEECHES WITH POWERPOINT
11/05 - 11/11	PERSUASIVE SPEECHES WITH POWERPOINT
11/12 - 11/18	Read Unit 3 Chapters: 1 (p.14 – 26), 6, 7, and 8
11/19 -11/25	Unit 3 Discussion Board
11/26 - 12/01	Take Unit 3 Exam

\*This course outline may be altered due to unforeseen circumstances.

### **Course Policies**

1. **Attendance.** This course is designed to enable you to access information and complete assignments at times that are convenient to your schedule. This does not mean you may pop in and out whenever you feel like it. Failure on your part to communicate with me weekly, take on-line tests, respond to group discussions, or submit any assignment or speech by the deadline, will be recorded as a Zero. If you have trouble reading and following directions, this class is NOT FOR YOU! Please remember, your participation will be noted. I will monitor your progress weekly via assignments. Even though this is an on-line course, absenteeism still hinders the learning process and may result in your failing this course. I will post the assignments at the beginning of the semester. Make sure assignments are in by the deadlines specified. You may not submit speeches early. After each speech, I return your evaluation forms with helpful comments. It benefits you to wait and review these before submitting your next speech. Following the suggestions for speechmaking will only improve your grade.
2. **Late Examinations.** If you miss an examination and have a **legitimate** reason for doing so, you must make it up within a reasonable time (normally 1 week or less). All arrangements for missing an examination must be made **prior** to the time the examination is scheduled. If such arrangements are not made, then no make-up examination will be given and you will receive a zero for that examination.

**A webcam and microphone are required for exams.**

3. **NO late assignments will be accepted. No late speeches will be allowed. However, if you are incapacitated (aka in the hospital) and provide an excuse you will be allowed to make up the speech with a 10 point penalty.**
4. You are responsible for turning in assignments on time. Keep up with the course activities and due dates to ensure you do not miss a deadline.
5. **Plagiarism.** Plagiarism is defined as “the unauthorized use or close imitation of the language and thoughts of another author and the representation of them as one's own original work” (Dictionary.com). All work must be the original composition of each student. Although you must use outside sources, you must cite them appropriately. Plagiarism will result in a zero for the assignment. Assignments will be checked for plagiarism by *any and all means available*, including electronic checking services (i.e. Turnitin.com). The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials.
6. **Americans with Disabilities Act.** If you are a qualified student with a disability seeking accommodation under the Americans with Disabilities Act, you are required to self-identify with the Committee for Continuing Assistance for Disabled Students at 294-1720.

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be expected to visit with the Office of Services for students with Disabilities located in the Counseling Center. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If a student has a disability that may affect adversely his/her work in this class, then the student is encouraged to registers with the SHSU Counseling Center and to talk with the instructor about how best to deal with the situation. All disclosures of disabilities will be kept strictly confidential. NOTE: no accommodation can be made until the student registers with the Counseling Center.

7. **Religious Holidays.** Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

"Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code.

8. **IDEA System.** Students are asked to complete an IDEA evaluation of the course and the instructor at the end of the semester. Participation is voluntary.

9. **Virtual classroom conduct.** Free discussion, inquiry, and expression is encouraged in this class. Classroom behavior that interferes with either the instructor's ability to conduct the class or the ability of students to benefit from the instruction is not acceptable. Any discussion or behavior that is deemed to cross the "civility line" will not be tolerated.

Students are expected to read and abide by all rules and policies in the SHSU Student Handbook. The Code of Student Conduct and Discipline is found at the following link: <https://www.shsu.edu/students/guide/dean/codeofconduct.html>. Section 5.2.22 defines classroom disturbances.

See the SHSU catalog, or the SHSUOnline course for additional university policies that may apply.

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If you have any questions or problems, you can reach via email ([scm\\_pjc@shsu.edu](mailto:scm_pjc@shsu.edu)).

**Continuation of enrollment in this course indicates acceptance of the terms and requirements of this syllabus.**

### **ASSIGNMENTS & GRADING PLAN:**

This class is designed to maximize your ability to access the material and complete the assignments. The course is divided into three units. Each unit contains readings, a unit discussion board, and a unit exam. Each unit will be worth 200 points toward the final course grade. There are two presentations weighted at 100 points each. The syllabus exam and self-introduction are considered extra credit and are worth 10 points each. Those extra points may be very valuable at the end of the semester. I suggest you take advantage of the opportunity for extra credit.

A full description of the assignments and grading rubrics may be found on the course Home Page under the Guidelines Tab.

Extra Credit: Syllabus Exam (10 points) and Self Introduction (10 points)

Unit 1 Chapters 9, 10, 11, and 12.

Unit 1 Discussion Board (100 points)

Unit 1 Exam (100 points)

Informative Speech with PowerPoint (100 points)

Unit 2 Chapters 1 (p. 5-14), 2, 3, 4 and 5.

Unit 2 Discussion Board (100 points)

Unit 2 Exam (100 points)

Persuasive Speech with PowerPoint (100 points)

Unit 3 Chapters 1(p.14 – 26), 6, 7, and 8

Unit 3 Discussion Board (100 points)

Unit 3 Exam (100 points)

**Final course grades will be calculated using the following matrix:**

Unit Exams are worth 100 points each = 300 points

Unit Discussion Boards are worth 100 points each = 300 points

The Speeches are worth 100 points each = 200

Extra credit is worth 10 points each = 20

Add all points, divide by eight, and add extra credit.

**Grading Scale:**

800-720 = A

719-640 = B

639-560 = C

559-480 = D

All grades will be posted on the course Grade book and may be accessed by the student at any point during the semester. A final class grade will not be released over the phone or internet.

[www.shsu.edu/syllabus](http://www.shsu.edu/syllabus)