

<b>COURSE NUMBER/DESIGNATION/SECTION:</b>	COMS 2382.08
<b>COURSE TITLE:</b>	Communication for Business and Professionals
<b>CREDIT HOURS:</b>	3 hrs.
<b>SEMESTER, YEAR:</b>	Spring 2018
<b>LOCATION OF CLASS MEETING:</b>	DRCB 326
<b>MEETING TIMES:</b>	TuTh 2 – 3:20
<b>INSTRUCTOR:</b>	Capps
<b>OFFICE LOCATION:</b>	DRCB 325
<b>OFFICE HOURS:</b>	MW 12 – 2 TuTh 12:30 – 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 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.

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

## COURSE OUTLINE

WEEK	
1/17 - 1/19	Introduction and Chapter 1
1/22 - 1/26	<b>MLK Holiday</b> Chapter 2
1/29 - 2/02	Chapter 4
2/05 - 2/09	Library Day and Chapter 10
2/12 - 2/16	Chapter 11
2/19 - 2/23	Chapter 12 and <b>Exam 1</b>
2/26 - 3/02	INFORMATIVE SPEECHES
3/05 - 3/09	INFORMATIVE SPEECHES
3/12 - 3/16	<b>Spring Break</b>
3/19 - 3/23	Chapter 6
3/26 - 3/30	Cover letter, Resume and ELEVATOR SPEECHES
4/02 - 4/06	INFORMATIVE VISUAL AID SPEECHES
4/09 - 4/13	INFORMATIVE VISUAL AID SPEECHES
4/16 - 4/20	Chapter 12 and <b>Exam 2</b>
4/23 - 4/27	PERSUASIVE SPEECHES
4/30 - 5/04	PERSUASIVE SPEECHES

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

**ATTENDANCE POLICY:** Class attendance is mandatory and influences your grade. You will not be penalized for three (3) or fewer absences when exams or presentations have not been missed. Three tardies will be treated as one absence. Your final class average will be lowered for each absence in excess of three (3) absences. **EXAMPLES:** If you have 4 absences, then your final average will be reduced by minus 4 points; 5 absences will reduce your final grade point average by 5 points...

**CLASS POLICY:** You must be registered for this class to attend the class; consequently, no visitors are allowed. Also, food, drinks, smoking, pagers, cell phones, iPods, iPads, laptop computers, and tape recorders are not allowed in the classroom without permission from the instructor! If you are granted permission to use mobile devices in class, you will be required to sit on the front row. If I see or hear your cell phone being used for personal reasons, you will be asked to leave class and will be counted absent for that day.

**COMPOSITION OF YOUR FINAL GRADE:** The two (2) objective exams will be weighted equally at 100 points. You must take both exams. If you miss an exam, then you must take a comprehensive essay make-up exam, which will be worth 200 points. The three (3) presentations are weighted equally at 100 points each. If you miss the scheduled presentation of a speech, it is up to the sole discretion of the instructor whether you may be rescheduled, and then you will have the grade on that speech lowered by at least one letter grade. The Interview Unit is also worth 100 points. The provision for extra credit is perfect attendance (Zero Absences & No Tardies). Perfect attendance will result in one point added to your overall grade average and any fraction being rounded up in your favor to the next highest grade!

GRADING SCALE:      TEST: 2 @ 100 Points Each      =      200 Points  
                         PRESENTATIONS: 4 @ 100 Points Each      =      400 Points  
                         Add all points, divide by six, and then add extra credit.  
TOTAL POINTS POSSIBLE IN THIS COURSE = 101  
90+ = A; 80-89 = B; 70-79 = C; 60-69 = D; 59 & Below = F

COMS 2382  
ASSIGNMENTS: Speeches and Presentations

Choose and research a Fortune 500 company that provides a product or service of interest to you.

You will deliver an informative presentation over this company's history, mission, and vision.

You will deliver an informative visual aid presentation over this company's SWOT.

You will deliver a persuasive presentation selling this company's products or services

You will deliver an elevator speech, turn in a professional quality cover letter and resume, and create a LinkedIn account.

**Informative Speech:**

The informative speech is based on research. After researching your company, you will prepare an informative presentation focusing on the history, mission, and vision of your company. You must verbally cite each of your sources in this speech. An outline and a bibliography with at least five (5) current sources are required for this speech.

(5-7 minutes)

**Interview Unit:**

Interviews play a central role in the world of work. This unit consist of four assignments. Students will deliver an elevator speech, turn in a professional quality cover letter and resume, and create a LinkedIn account. More information about this unit will be given in class.

**Informative Visual Aid Speech:**

The informative speech is based on research. After researching your company, you will prepare an informative presentation focusing on the strengths, weaknesses, opportunities, and threats of your company. The use of visual aids will be required; these visuals should clarify the speaker's intended points. You must verbally cite each of your sources in this speech. An outline and a bibliography with at least five (5) current sources are required for this speech. (6-8 minutes)

**Persuasive Speech:**

The purpose of the persuasive speech can either be to influence someone's thinking (to your point of view), to sell something, or to motivate to action. You may compare your company to its competition, trying to persuade us that your company's products or services are the best. You may try to persuade us to purchase your company's products. You may try to persuade us to buy your company's stock. The use of visual aids will be required. At least five (5) sources from current literature are required for this speech. You must verbally cite each of your sources in this speech. An outline and bibliography are required. (7-9 minutes)

**PRESENTATION OF SPEECHES**

Following is the criteria for each assignment due this semester.

- A. A MAXIMUM of 2 NOTECARDS will be allowed (any size – front only).
- B. A complete TYPED outline and bibliography MUST be submitted with the presentation of each speech.
- C. There are NO MAKE-UP PRESENTATIONS.
- D. DRESS MUST BE APPROPRIATE for business presentation. Thus, no jeans, shorts, cropped shirts, hats, caps, Athletic shoes and apparel, ECT... Professional Dress!
- E. Presentations NOT making the MINIMUM TIME LIMIT will begin at the grade of "C".
- F. READING YOUR SPEECH will result in a MAXIMUM GRADE of "D".

**Academic Honesty:**

*The Faculty Handbook states that the University expects all students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. Furthermore, 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. Academic dishonesty will result in a grade of zero for that assignment.*

**Proper Classroom Demeanor/Rules of Conduct:** According to university policy

" Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Please turn off or mute your cellular phone and/or pager before class begins. Students are prohibited from eating in class, using tobacco products, making offensive remarks, reading newspapers, sleeping, talking among each other at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in a, minimally, a directive to leave class or being reported to the Dean of Students for disciplinary action in accordance with university policy.

**Americans with Disabilities Act:** According to University policy requests for accommodations must be initiated by the student. A student seeking accommodations should go to the Counseling Center and Services for Students with Disabilities (SSD) in a timely manner. Every semester that the student desires accommodations, it is the student's responsibility to complete a Classroom Accommodation Request Form at the SSD office and follow the stated procedure in notifying faculty. Accommodations for disabled students are decided based upon documentation and need on a case-by-case basis by the Counseling Center

**Religious Holidays:** University policy states that a student who is absent from class for the observance of a religious holy day to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence. The student, not later than the 15th calendar day after the first day of the semester, or the 7th calendar day after the first day of a summer session, must notify the instructor of each scheduled class that he/she would be absent for a religious holy day (Faculty Handbook, §§1.02-2.01).

<http://www.shsu.edu/syllabus/>