

Comm 1302 Business & Professional Communication
University of Texas at El Paso
CRN# 21235 | T 6-8:50 p.m. | Old Main 214 | January 19-May 5, 2016

I. COURSE INFORMATION

Semester: Spring 2016
Course Name: Communication 1302 Business and Professional Communication
CRN: 21235
Text: *Communicating for Results* by Cheryl Hamilton
ISBN: 9781111842161 Copyright Year: 2014 Publisher: Cengage Learning

II. INSTRUCTOR INFORMATION:

Instructor Name: Ms. Keri Moe **Email:** KLMOE@utep.edu **Phone:** 915-373-5096 (texts are okay)

Office & Office hours: MTW 5:30-6:00 p.m.; 7:20-8:20 MW; T 8:50-9:20 and by appointment

Instructor's Message: *(Note: In email, phone or text messages, please state your first and last name and which class you are in. And, don't forget to let me know how I can return your message.)* The quickest way to contact me is via email or text message. I check email regularly during the day M-F and sometimes during weekends. Students can expect a response within 24 hours during the week (M-F) and within 48 hours over the weekend (F-S). Though, often, responses are much quicker than that. If you have not heard from me in that timeframe, please contact me again as I probably didn't get your message.

III. COURSE CONTENT:

A. Course Description-- Business and Professional Communication (3-0) (Common Course Number SPCH 1321) A course in communication covering both informative and persuasive presentations as these occur in business and professional activities. Instruction and guided practice, informal and semi-formal speaking situations. **Prerequisite:** ENGL 0311 or ESOL 1309 or ENGL 1311 or placement into ESOL 1311. ENGL 1311 or ESOL 1311 may be taken concurrently with COMM 1302.

B. Course Objectives—

- To explore the functions of communication in organizational and professional settings.
- To understand organizational communication theory as well as develop interpersonal, presentation, and group communication skills to enhance understanding of today's business and professional organizations.
- To learn about leadership and other practical business applications.
- To examine theory and research in organizational and professional communication.
- To enhance communication skills.
- To strengthen, build understanding and build competence for one's own personal participation in the workplace.
-

C. Learning Outcomes:

- Proficiency in oral communication skills in interpersonal, group, organizational and public contexts.
- Learn competencies for communicating at work both verbally and nonverbally.
- Explain the role of communication in career success and apply the basic elements, the process and key principles of communication to specific professional situations.
- Identify and utilize effective communication channels in formal and informal communication networks within an organization.
- Identify cultures and co-cultures in the professional environment.
- Understand and apply effective listening skills.
- Utilize verbal and nonverbal messages effectively.
- Describe and apply the role of ethics in professional settings.
- Recognize communication climate in a working environment, identify messages that created that climate and suggest ways of communicating that can maintain or improve that climate.
- Understand how to give and receive feedback appropriately.
- Prepare of each stage of an interview and demonstrate knowledge of the uses and limitations of interview questions.
- Create an effective resume and cover letter.
- Diagnose a group and identify team-building and leadership strategies.
- Describe and conduct effective meetings and prepare agendas and minutes.

- Analyze participant behavior (including self) at meetings while applying methods to encourage full participation of all members, keep discussion on track, create a positive atmosphere and promote understanding.
- Understand the elements of a variety of types of business presentations and distinguish appropriate informative or persuasive organizational strategies.
- Identify general and specific goals for a speaking situation and develop a presentation based on complete analysis of the situation with appropriate verbal and visual support.

D. Method of Instruction: Primary but not exclusive instructional methods include, lecture, group projects, group discussion, individual and team presentations, research, Blackboard or other online modules and assignments.

F. ASSIGNMENTS

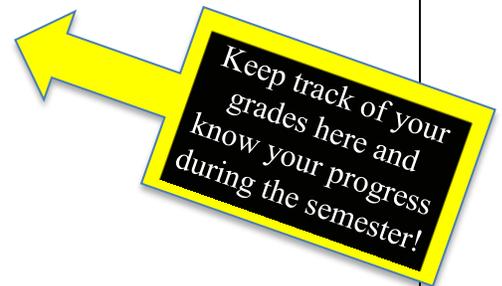
Course Overview, Grades** and Grading Scale

The values for the assignments in the course are listed below. Grading criteria and/or forms will be provided for all assignments. Write down your grades so you can track your progress and know your grade during the semester.

ASSIGNMENT	Points Earned/Possible Points
<u>PARTICIPATION</u>	
Attendance & Participation/Quizzes/Homework/ Case Studies/Discussions & Class Activities Presentations	_____/200
<u>EXAMS</u>	
Unit I: Interpersonal & Organizational Communication	_____/100
Unit II: Applying Communication Skills to Employment & Your Career	_____/100
Unit III: Problem Solving & Communicating in Teams	_____/100
Unit IV: Public Speaking & Presentations	_____/100
<u>ASSIGNMENTS</u>	
Elevator Speech	_____/25
Case Study: Office Space Written Analysis	_____/50
Case Study: Office Space Informative Presentation	_____/50
<u>CAREER PROJECT</u>	
Resume	_____/50
Cover Letter	_____/50
Mock Interview	_____/25
Drafts & Critiques	_____/25
<u>TEAM BUSINESS PROJECT & PRESENTATION</u>	
Written Business Project	_____/50
Business Project Persuasive Presentation	_____/50
Small Group Participation, Time Management & Problem-Solving	_____/50
TOTAL	_____/1000

Grading Scale:

A=900-1,000 points;
B= 800-899 points;
C=700-799 points;
D=600-699 points;
F=599 points and below.



**All assignments and exams will be announced in advance and specific guidelines will be explained in class. It is the student's responsibility to be informed of changes by attending class or by contacting the instructor in case of extenuating circumstances.

Assignment Summaries (detailed guidelines and instructions will be discussed in class):

Extra Credit—Students may elect the following extra credit option: Attend a minimum of 10 fine arts/cultural/campus activities throughout the semester and write a one-page summary/analysis of each event. Several events will be announced in class throughout the semester and will take place at different places and times. If you select this option, your reports, along with any proof that you attended the events (e.g., ticket stubs, programs, etc.) will be turned in on the day of your final exam. You must use a separate sheet of paper for each event and your analysis must include a paragraph describing the event followed by critical analysis describing your thoughts and reaction to the event.

Successful completion requires that you attend a minimum of 10 events. Students who meet these requirements can get up to 50 points added onto their final point total. Partial completion will result in no additional points being added—no exceptions.

Elevator Speech—Often the chance to present yourself and ideas lasts less than a minute. You meet a prospective client at a party or event. You run into your boss on the elevator. You are introduced to a potential employer in the hallway. Whether networking opportunities like this turn out well or badly depend on your foresight or preparation. You will develop and present this brief speech.

Office Space Case Study: Critical Analysis Paper & Presentation—After defining a variety of key terms and theories relating to interpersonal and organizational communication, you will view and identify these concepts by viewing a variety of communication scenarios taking place within a workplace. Then you will write a 3-5 page critical analysis (analyzing NOT summarizing) what you have seen. Your team will present your analysis in an informative presentation to the class.

Career Project—This comprehensive project will explore skills needed for the job search, including interviewing, resumes and cover letters. The class will partner with UTEP's Career Services as part of the project to help build awareness of and understanding of important career skills.

Team Business Project & Presentation—This project is a team project that will require you to work with a team and appropriately manage both task and relational dynamics. The proposal, project and presentation are completed in randomly assigned groups. Absences—excused or unexcused—from this portion of the course may negatively impact your participation and overall grade for this assignment and the group dynamics portion can not be replicated as an individual assignment.

IV. RULES & CLASSROOM POLICIES:

Attendance/Late Work: Listening and evaluation of speeches are vital activities for a speech student. Tardiness or absences can negatively impact your participation in the course. THEREFORE, REGULAR CLASS ATTENDANCE IS IMPERATIVE. By attending class and accepting this syllabus, you agree to come to class. If work, family or other obligations may interfere with your attendance of this class, you should drop and register for the course at a time when you can devote the necessary time to it. EXCEPT FOR DOCUMENTABLE EMERGENCIES, **THERE IS NO MAKEUP WORK.** Missing or being absent or unprepared for assignments, including exams and presentations, will result in a zero (0). Absences can only be excused at the instructor's discretion with appropriate documentation or information within a reasonable time period. **If prior arrangements are not made or the instructor is not notified in a reasonable time period of extenuating circumstances, the student will receive a ZERO (0) for any work not completed.** It is the student's responsibility to stay informed of changes to the syllabus or course calendar. An absence, excused or unexcused, is not a reason for being unprepared. Students with excessive absences and/or missing assignments risk a lower grade, failing and/or being dropped from the course.

Classroom Behavior: This is a college class. Mature, respectful and responsible classroom behavior is expected at all times. **DISRUPTIVE, DISTRACTING OR DISRESPECTFUL BEHAVIOR TOWARDS THE INSTRUCTOR OR OTHER STUDENTS WILL NOT BE TOLERATED.** Students who fail to exhibit appropriate and professional classroom behavior will receive one warning. If inappropriate behavior continues, the student will be asked to leave. Dismissed students will receive a zero (0) for any work not completed and risk being dropped from the course or receiving a lower grade. Be respectful and courteous to students who are presenting—do not interrupt speeches, leave or enter the room or be otherwise distracting when your peers are giving speeches.

Diversity & Inclusiveness: All persons regardless of gender, age, class, race, religion, physical disability, sexual orientation, etc. shall have equal opportunity without harassment in this course. This includes inappropriate comments regarding diversity and inclusiveness in class or in speeches. Please discuss any problems with harassment in confidentiality with your instructor.

Work Guidelines: Students are expected to follow instructions and submit work on time. All work prepared out of class should be typed. Work should also be proofread to avoid errors in grammar, spelling, etc. Students are expected to do their own work and research. All assignments must reflect the student's own ideas and research must be cited.

Dropping the Course: If necessary, it is the responsibility of the student to drop the course by the date indicated in by the school calendar.

V. ACADEMIC MISCONDUCT

The University of Texas El Paso prides itself on its standards of academic excellence and students are expected to uphold the highest standards of academic integrity. Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, submitting work for credit that is attributable in whole or in part to another person, taking an examination for another person, and any act that gives or attempts to give unfair advantage.

VI. CASS POLICY

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu. Or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass. CASS' Staff are the only individuals who can validate and if need be, authorize accommodations for students with disabilities.

VI. COURSE CALENDAR* (*Subject to Change):

While not anticipated, due to unforeseen circumstances or class needs, any necessary changes or updates to the calendar will be announced in class, via Blackboard or via e-mail. It is the student's responsibility to stay informed of changes by attending class, contacting a classmate or by contacting the instructor in case of absence. You should read the indicated chapters BEFORE coming to class as not all chapters will be discussed in detail during class.

Unit I: Interpersonal & Organizational Communication

January 19th—Introduction, Communication Model & Syllabus Review, Chapter 1

January 26th—Elevator Speech Due; Communication in the Workplace & Overcoming Obstacles to Communication in the Electronic Age, Chapters 2 & 6

February 2nd— Conflict, Culture & Relationships, Chapter 3

February 9th— Case Study Part I: Office Space

February 16th—Listening Effectively & Nonverbal Communication, Chapters 4 & 5

February 23rd—Case Study Office Space Part II: Paper & Presentation Due

March 1st—Exam I Chapters 1-6; Career Project Assigned

March 8th—SPRING BREAK, N☺ Class!

Unit II: Applying Communication Skills to Employment & Your Career

March 15th—Workshop: Resumes, Cover Letters & Interviews, Chapters 7 & 8

March 22nd—Draft Career Project Due & Project Peer Critique, Chapter 14

March 29th—Career Project Due; Exam II: Chapters 7, 8 & 14

Unit III: Problem Solving & Communicating in Teams

April 5th—Small Group Communication & Problem Solving; Teams & Business Project Assigned; Chapter 9

April 12th—Participation & Leadership in Teams; Chapter 10

April 19th—Team Collaboration

Unit IV: Public Speaking & Presentations

April 26th—Business Project Conference

May 3rd—Exam IV: Chapters 11, 12 & 13; Mastery Project Written Report Due

Final Exam—Tuesday, May 10th 7:00 p.m. – 9:45 p.m.---Mastery Project Presentations Due