

CMS 316

Business & Professional Communication

3 credits

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CMS 316 fulfills the requirement for a Foundational Area of Knowledge in Rhetorical Communication. This course will assure that students will use language purposely and effectively to become more thoughtful communicators, more keenly aware of what they are doing and why in each phase of the communication process and will work to:

1. Analyze rhetorical context (purpose, audience, genre) and operate accordingly in oral and/or written communication.
2. Support a clear argument with appropriate evidence and analysis in a focused and organized way.
3. Understand effective communication as a process that involves reasoned decision making and multiple steps including planning, invention, drafting, feedback, revision, and editing.

CMS 316 will seek to accomplish all of these outcomes, with the greatest emphasis on Learning Outcome # 1.

Required Text: Communicating at Work, 11th ed.(2013). Ronald B. Adler & Jeanne Marquardt Elmhurst Publisher McGraw-Hill ISBN: 078036801

Course Description: An exploration of the communication process in organizations and institutions. The course includes study and practice in interpersonal, small group, and public communicative situations as those typically encountered in the workplace.

In addition to FAK learning outcomes, learning outcomes specific to this course - Students will:

- a. Identify different styles of communication used in the workplace.

- b. Learn the value of verbal as well as nonverbal skills in communicating.
- c. Develop an understanding of good listening skills in the workplace.
- d. Develop skills in oral presentations including the use of current technology to enhance delivery of message.
- e. Develop interpersonal skills as it relates to the workplace.
- f. Develop small group communication skills as an enriching tool for better communication in the workplace.

Topics for lecture, discussion, video, attendance of outside presentation, activities, and readings:

- Review of Interpersonal Skills with a focus on applying skills in the workplace.
- Overview of technology to enhance communication within the world of work.
- Small Group/Team Skills will be discussed, developed and included during each session of the course.
- Leadership/Mentorship: Students will be given the opportunity to participate in in-group presentations/activities to assist fellow classmates in the learning process.
- Presentation Skills will be explored and demonstrated during the course in a variety of forms and settings that will be useful in the workplace.
- Exploration of community resources available to continue professional development of communication skills by attending a Toastmasters meeting.

Student Projects: Presentations will be made throughout the term and include: introduction speech, motivational speech, impromptu speech, and working with assigned group to develop an informative presentation that would be a simulation of workplace requirements.

Students will also conduct an informational interview for progressive career option. All above requirements will be discussed fully in the first class session.

Course Activities

1. Prepare a 3-5-minute introduction speech about yourself. You must use some form of visual aid in this presentation. This will be discussed the first night of class.
2. Students will conduct an informative interview for a prospective career option. This will be discussed fully in class.
3. Students will be provided the opportunity to develop and present a motivational speech. More details will be provided on the first night of class.
4. Group Topic Presentation - Students will be assigned in pairs, students will select a topic from the course readings. Presentations must include the use of visuals and an activity. The presentation will be at least 20 minutes in length. Each member of the pair will participate equally in the presentation. More details will be provided on the first night of class.
5. During the term, students will need to attend a public speaking event, complete and return presenter evaluation form.
6. Students will be provided a topic and develop and present an impromptu speech. More details will be provided first night of class.

Assessment:

To receive a grade of B or better all assignments must be completed. Grades will be calculated based upon the percent of points earned out of the total possible points. The following points will apply:

A=480-456	B-=391-377
A-=455-432	C+=376-363
B+=431-412	C=362-344
B=408-392	C-=343-331

Any grade below a 330 will require a meeting with instructor.

Points for assignments:

Introduction presentation	25 points
Informative Interview	100 points
Participation/Activities	70 points (10 points per class session)
Motivational Speech	50 points
Impromptu Speech	50 points
Group Topic presentation	150 points (100 instructor, 50 group evaluation)
Outside speaker	55 points_(Evaluation form completed)

TOTAL 500 points

Course Policies:

Attendance is required and will be taken each class session. Loss of points will occur and up to one letter grade lost if 2 absences occur.

Academic Integrity Policy:

All individual student work will represent the student's own work. Any use of others' ideas and words without proper citation of sources is plagiarism and will result in penalties to be determined by the instructor and /or dean of undergraduate studies.