



SYLLABUS

Course Title	Business and Professional Communication
Course Number	CMS 316
Number of Credits	3 semester credits
Course Dates	3/11/19 - 5/10/19
Instructor	Gina Larson
Email Address	gina.larson@doane.edu
Office Hours/Availability	Wednesday & Thursday 5-6pm, other times by arrangement
Phone Number	402-416-8714 to call and text
Textbook Information: (e.g. title, edition, publisher, ISBN)	<u>Communicating at Work</u> , 11th ed.(2013). Ronald B. Adler & Jeanne Marquardt Elmhorst Publisher McGraw-Hill ISBN: 078036801
Additional Course Materials	N/A
Course Description	<p>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.</p> <p>Prerequisite: CMS 105 or permission.</p>

Program Outcomes	<p>Foundational Area of Knowledge: Rhetorical Communication</p> <p>This course will assure that students will use language purposely and effectively to become more thoughtful communicators, more keenly aware of what they dare doing and why in each phase of the communication process and will work to:</p> <ol style="list-style-type: none"> 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. <p>Program Outcomes:</p> <ol style="list-style-type: none"> a. Use analytical and creative thinking skills to gather and analyze information, to identify and solve problems, to determine potential outcome alternatives, and to make appropriate decisions b. Know and understand organizational communication theories and their practical application c. Develop critical and analytical thinking skills for improvement of organizational communication d. Understand the social, cultural, legal, economic, and ethical contexts of organizational communication e. Understand the value of diversity
Course Learning Outcomes/Objectives	<p>Students will:</p> <ol style="list-style-type: none"> 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

Technology Requirements	https://www.doane.edu/faq/minimum-computer-requirements
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Course Schedule

Week or Module	Topic	Content	Assessments Matched to Learning Outcomes	Due Date & Time
1	Introduction to Business Communications	Discussion in class Review of chapter 1	Class discussion (PO e), (CO f) Review chapter 1	Session 1 in class
2	Topic: Communication, Culture, and Work & Principles of Interviewing	Read chapter 2 & 6	Introduction speech (FAK 1) (PO d,e) (CO c, d, e) Component 1 of Group Presentation completed in class (FAK 3) (PO a, c, d, e) (COb, c, d,e)	Session 2 Session 2
3	Topic: Listening, Verbal, Non-verbal communication and	Read chapters 3, 4, 5	Class Activities (PO c, d) (CO a,b,c,e,f)	Session 3

	Interpersonal Skills			
4	Topic: Developing & Organizing Presentations	Read chapter 9	Develop outline for group presentation (FAK1,2,3) (PO a, c, d,e) (CO a,b,c, d, e,f) Group development of motivational speech for practice {(FAK 1) (PO a, e) (CO b, c, d, e, f)	Session 4
5	Effective Meetings & Working in Teams	Read chapter 7 & 8	Motivational Speech (Individual) (FAK3) (PO a, c, e) (CO b, c, d, e) Class Activity (team) (PO a) (CO a,b.c.d.e.f)	Session 5
6	Topic: Verbal & Visual Support in Presentations & Delivering Presentations	Read chapter 10 & 11	Impromptu Speech (FAK 1, 3) (PO a,c) (CO d,e)	Session 6
7	Topic: Types of Business Presentations	Read chapter 12 Group Presentations	Group Presentations (FAK 1, 2, 3) (PO a) (CO a, b, c, d, e, f)	Session 7

			<p>Informative Interview (FAK 1, 3)(PO a,d) (CO a,c, e,f)</p> <p>Peer Reviews of group presentations (PO a,d,e) (CO a, b, c, d, e,f)</p>	Session 7
8	Topic: Evaluation of speeches & self-evaluation	<p>Watch speeches and critique</p> <p>Wrap up course</p> <p>Self evaluation</p>	<p>Evaluate Speeches/compl ete critique forms (FAK 1, 3) (PO a, c) (CO a, b, c,)</p> <p>All group evaluation forms due (PO a) (CO c)</p> <p>Self-evaluation</p>	<p>Session 8</p> <p>Session 8</p> <p>Session 8</p>

Grading Assessments

Type of Assessment	Points	Total possible points
Introduction speech	30	30
Informative Interview	70	70
Motivational Speech	50	50
Impromptu Speech	50	50
Group Topic Presentation	100 points by instructor (10 points visual, 30	150

	points activity, 30 points topic coverage, 30 points flow, interesting and insightful presentation) 30 points by class evaluation 10 points partner(s) evaluation 10 points self-evaluation	
Speech reviews (2)	25 pts. each	50

Grade Scale

A+ = 97-100% A = 94-96% A- = 90-93% B+ = 87-89% B = 84-86% B- = 80-83%
C+ = 77-79% C = 74-76% C- = 70-73% D+ = 67-69% D = 64-66% D- = 60-63%
F= 59% or below

Participation Policy	<p>A student is expected to be prompt and regularly attend on-ground classes in their entirety. Regular engagement is expected for on-line courses. Participation in class discussions is an integral part of your grade.</p> <p>(Faculty to insert any additional class participation; see resource page for ideas.)</p>
Study Time	<p>Expectation of the amount of time the course requires students to spend preparing and completing assignments. Typically, students could expect to spend approximately 12 hours a week preparing for and actively participating in this 8-week 3 credit hour course. This actual time for study varies depending on students' backgrounds.</p>

Late Work	Arrangements in advance with instructor must be made if student is not able to meet due dates for assignments, all late work will receive a 10% deduction per day past due date up to 3 days, after this time, a grade of 0 will be entered for this assignment. Communicating with instructor is the best way to avoid this situation.
Submitting Assignments	All written assignments will be submitted via Blackboard.
Communication Policy including Assignment Feedback	Calls and text messages will be answered within a 4-hour window, those received after 10pm will be answered the following morning no later than 10am. All assignments received on time will be graded and provide feedback within 5 days.
Academic Integrity Policy	New Academic Integrity Policy to be released AUTM 2018
Academic Support	Please contact academicsupport@doane.edu https://www.doane.edu/graduate-and-adult/academic-support
Disability Services	https://www.doane.edu/disability-services Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University. Please contact Cuddy MacNeill at cuddy.macneill@doane.edu or 402-467-9031 for assistance.
Military Services	https://www.doane.edu/graduate-and-adult/military
Anti-Harassment Policy	http://catalog.doane.edu/content.php?catoid=5&navoid=452
Grade Appeal Process	http://catalog.doane.edu/content.php?catoid=5&navoid=238

Credit Hour Definition	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.
Syllabus Changes	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.