

CMS 316
Business & Professional Communication
Read Chapters 1& 2 before first night of class

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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.

Required Text: *Communicating at Work*, 9th ed.(2007). Ronald B. Adler & Jeanne Marquardt Elmhorst ISBN: 0073511889

Course Objectives:

1. Identify different styles of communication used in the workplace.
2. Learn the value of verbal as well as nonverbal skills in communicating.
3. Develop understanding of cultural diversity and its enrichment in the business environment.
4. Develop an understanding of good listening skills in the workplace.
5. Develop skills in oral presentations including the use of current technology to enhance delivery of message.
6. Become aware of gender communication styles as it relates to the world of work.
7. Develop interpersonal skills as it relates to the workplace.
8. Develop small group communication skills as an enriching tool for better communication in the workplace.

Course Format:

The structure for this course will include, but not limited to the following:

1. **Curriculum:** Current theories, approaches, and issues related to business & professional communication styles are investigated, critically evaluated, and discussed.
2. **Interpersonal Skills:** The ability for students to enhance their interpersonal skills will be utilized in class activities.
3. **Small Group Skills:** Small group skills will be included in activities during the course.
4. **Technology:** Instructor will utilize technology within the classroom as well as providing students with the opportunity to learn and use technology in presentations and activities.
5. **Leadership/Mentorship:** Students will be given the opportunity to participate in in-group presentations/activities to assist fellow classmates in the learning process.
6. **Presentation Skills:** Students will be given the opportunity to give presentations to develop skills useful in the workplace.

Course Requirements/Assignments:

- **Attendance** is required and will be taken for each session. Loss of points(up to one letter grade is possible) will occur for more than 2 absences.
- **Readings** are required before the beginning of the course night discussion as well as **activities** related to the readings.
- **Assignments** will be expected on time, if late 50% of grade will be deducted.
- **See below for course activities**

Course Activities

1. Prepare a 3-5 minute introduction speech about yourself. You must use some form of visual in this presentation. This will be done the **second class meeting** of the term. This will be discussed the first night of class.
2. Students will be required to find 2 journal articles or media materials to present to the class informally. Articles must have value in field of business & professional communication. A summary paper will be required for each article and include the following: a) one-page summary of each article to include; b) word-processed; c) APA style referencing; d) explanation of article; e) why you feel it has value in the field of business & communication; f) what area of business this information would apply; g) finally what you thought of the article.
3. Students will conduct an informative interview for a prospective career option. This will be discussed fully in class.
4. Students will be provided the opportunity to develop and present a motivational speech. More details on the first night of class.
5. **Group Topic Presentation**-Students will be assigned into groups of 3-5 students and select a topic from the approved list. Presentations must include the use of visuals or technology and be at least 45 minutes in length. Each member of the group will participate equally in the presentation. An activity for the audience will also be required during the presentation. More details on the first night of class.
6. Each student will be required to attend a public speaking event before the end of the term and evaluate the speaker with the form provided by instructor. There are many opportunities within the community as well workplace. This will be discussed during the first night of class.

Grading Criteria:

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 percentages will apply:

A=100-95

B-=81-79

**Anything below a 69 will
require a meeting with
instructor.**

A-=94-90

C+=78-76

B+=89-86

C=75-72

B=85-82

C-=71-69

Points for assignments:

Introduction presentation

25 points

Informative Interview

75 points

Participation/Activities

70 points

Motivational Speech

50 points

2 journal/media summaries

50 points (25 points each)

Group Topic presentation

150 points (each member)

Attending Public Speaking Event

50 points

TOTAL

470 points