CMS 316
Business & Professional Communication
3 credits

Instructor: Gina Larson, ABD, MA, Transition Specialist
Phone: 416-8714
E-mail: gina.larson@doane.edu

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.


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 an understanding of good listening skills in the workplace.

4. Develop skills in oral presentations including the use of current technology to enhance delivery of message.

5. Develop interpersonal skills as it relates to the workplace.

6. 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. Interpersonal Skills: The ability for students to enhance their interpersonal skills will be utilized in class activities.

2. Small Group Skills: Small group skills will be included in activities during the course.
3. 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.

4. Leadership/Mentorship: Students will be given the opportunity to participate in in-group presentations/activities to assist fellow classmates in the learning process.

5. 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. Students will develop an introduction speech to begin to feel comfortable in front of the 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 on the first night of class.

4. **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 30 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.

5. Students will be attending a Toastmasters meeting or other public
speaking event to evaluate public speakers and be exposed to community
organizations that provide business members opportunities to increase their
comfort and proficiency with public speaking. 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
A-=94-90   C+=78-76 require a meeting with
B+=89-86   C=75-72 instructor.
B=85-82  C-=71-69

Points for assignments:
Informative Interview 100 points
Participation/Activities 70 points
Motivational Speech 50 points
Introduction Speech 50 points
Group Topic presentation 150 points (each member)
Toastmasters/Public Speaking Event 50 points

TOTAL 470 points

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.