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 dare 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.

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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.

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.

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 will be provided on the first night of class.

5. Group Topic Presentation - Students will be assigned to groups of 3-5 students, and will select a topic from the approved list. Presentations must include the use of visuals or technology and be at least 35 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 will be provided on the first night of class.

6. During a class session we will attend a Toastmaster meeting in Lincoln. This will be done on the night of class during regularly scheduled class time.

7. 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
- A-=455-432
- B+=431-412
- B=408-392
- B-=391-377
- C+=376-363
- C=362-344
- C-=343-331

Any grade below a 330 will require a meeting with instructor.
Points for assignments:
Introduction presentation 25 points
Informative Interview 75 points
Participation/Activities 80 points (10 points per class session)
Motivational Speech 50 points
Impromptu Speech 50 points
Group Topic presentation 150 points (100 instructor, 50 group evaluation)
Toastmaster Meeting 50 points (Evaluation form completed)

TOTAL 480 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.