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.

Class Meeting Times:
- Tuesdays, 6:00 p.m. – 10:00 p.m.

Adjunct Professor:
- Mary Place, MA, LUTCF, Financial Services Professional, (Phone: 402-631-8848)
- Preferred Communication Mode – Email – mary.place@doane.edu

Required Text:

Handouts:
- *Plagiarism: What It is and How to Recognize and Avoid It*, Produced by Writing Tutorial Services, Indiana University, Bloomington, IN, taken from http://www.indiana.edu/~wts/wts/plagiarism.html.
- *Doane College Academic Integrity Policy*, reprinted from the Doane College Student Handbook. The Academic Dishonesty Policy was approved and adopted by the Doane College Faculty in May 1987.

Course Objectives:
- Identify different styles of communication used in the workplace.
- Learn the value of verbal as well as nonverbal skills in communicating.
- Develop understanding of cultural diversity and its enrichment in the business environment.
- Develop an understanding of good listening skills in the workplace.
- Develop skills in oral presentations including the use of current technology to enhance delivery of message.
- Become aware of gender communication styles as it relates to the world of work.
- Develop interpersonal skills as it relates to the workplace.
- Develop small group communication skills as an enriching tool for better communication in the workplace.
- Develop business letters and visual communications appropriate to the workplace.
- Explore additional business communication documents: press releases, grants, requests for proposal, business plans, marketing plans, and websites.
- Learn how to develop and conduct research methods essential to business development.

Course Format:
- This course will be conducted on a lecture, discussion and activity basis. In-class participation is essential.

Assessment and Class Policies:
- Students will be able to obtain a total of 425 points as follows:
  - 225 points – business communication activities (25 points per activity)
• 200 points – in-class activities/presentations and participation (25 points per week)
  If applicable, all written assignments must be typed (double-spaced), and use a font of no less than 12pt.
• Grading Scale –
  
  
  97%-100% = A+  
  93%-96% = A  
  89%-92% = B+  
  85%-88% = B  
  81%-84% = C+  
  78%-80% = C  
  74%-77% = D+  
  70%-73% = D  
  
  69% and Below = Failing Grade
• All course material must be read prior to course meetings; late assignments will not be accepted.
• Attendance is mandatory – please advise of necessary absences prior to each class (more than two absences will result in reduction of letter grade).
• Cellular telephones must be turned off during class; pagers for professional reasons are acceptable.
• All students and the professor will treat each other with respect and courtesy during all class sessions.

Course Schedule:

Week 1 –
• Introductions; student information sheets; discuss syllabus
• Current events in business communications
• Discussion – Chapter 1 – Communicating in the Workplace and Chapter 2 – Understanding the Writing Process and the Main Forms of Business Messages
• Activity

Week 2 –
• Current events
• Discussion – Chapter 3 – Using Visually in Written and Oral Communication and Chapter 4 – Using an Appropriate Style
• Activity

Week 3 –
• Current events
• Discussion – Chapter 5 – Writing Good-News and Neutral Messages, Chapter 6 – Writing Bad-News Messages, and Chapter 7 – Writing Persuasive Messages and Proposals
• Discussion – Using Social Media in the Business Environment (writing appropriate content – Facebook, LinkedIn, Twitter, Blogs, etc.)
• Activity

Week 4 –
• Current events
• Discussion – Chapter 8 – Researching and Writing Reports and Chapter 9 – Writing Short Reports
• Discussion – Public relations and writing Press Releases, Grants, Requests for Proposals (RFPS), and Business and Marketing Plans (www.sba.org)
• Activity – Complete Small Business Administration Business Module at www.sba.org (print certificate, and it is due Week 5)

Week 5 –
• Current events
• Discussion – Research (to include surveys, focus groups and in-depth interviews)
• Group activity – Develop survey (communications research)

Week 6 –
• Current events
• Group discussion of survey developed in Week 5
• Discussion – Chapter 10 – Communicating Orally and Chapter 11 – Communicating in the Job Search
• Discussion – www.toastmasters.org
• Discussion – Human Resource Manuals and Policies and Procedures
• Group activity – Choose a current business issue and develop a presentation

Week 7 –
• Current events
• Group presentation of business issue from Week 6
• Discussion – Cultural Communications and Internet Resources to Utilize when Researching and Communicating with an International Audience (www.freetranslation.com); The International Business Etiquette Guide
• In-class Activity – Review of Specific Cultures and Communication Preferences
• Activity – Coca Cola Web Exercise

Week 8 –
• Review of all course material
• Class assessments