CM 316  
Business & Professional Communication  
3 credits

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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.


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 then 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 develop an elevator speech to enhance their opportunities in networking events and when introducing themselves in interviews.

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 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.

6. As a class we will be attending a Toastmasters meeting 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 require a meeting with instructor.
- **B+=89-86** C+=78-76 require a meeting with instructor.
- **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
- **Elevator Speech** 50 points
- **Group Topic presentation** 150 points (each member)
- **Toastmasters 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.