

Business & Professional Communications

BUS 316 – 3 Credit Hours
 Doane College – Grand Island Campus
 3180 West US Hwy. 34, Grand Island, NE 68801-7279
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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.

Class Meeting Times:

- Tuesdays – 6:00 p.m. – 10:00 p.m.

Adjunct Professor:

- Mary Place-Schaffert, MA, LUTCF, Financial Services Professional, (Phone: 402-631-8848)
- Preferred Communication Mode – Email – mpschaffert@ft.newyorklife.com

Required Text:

- *Fundamentals of Contemporary Business Communication*, Second Edition, by Scot Ober, Copyright 2007, Houghton Mifflin Company, ISBN: 0618645179

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.

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 750 points as follows:
- 550 points – business communication web activities (25 points per activity)
- 200 points – in-class activities/presentations (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.
- A non-hostile and professional atmosphere is essential. All students and the professor will treat each other with respect and courtesy during all class sessions.

Course Schedule:

Week 1 – Tuesday, March 18, 2008

- Introductions; student information sheets
- Discuss syllabus
- Current events in business communications
- Discussion – chapters 1 & 2
- Web activity

Week 2 –

- Current events
- Discussion – chapters 3 & 4
- Web activity

Week 3 –

- Current events
- Discussion – chapters 5 & 6
- Web activity

Week 4 –

- Current events
- Discussion – chapters 7 & 8
- Public relations and press releases
- Web activity

Week 5 –

- Current events
- Discussion – chapter 9
- Web activity

Week 6 –

- Current events
- Discussion – chapter 10
- Grants and Requests for Proposals (RFPs)
- Business and marketing plans
- Web activity

Week 7 –

- Current events
- Discussion – chapters 11 & 12
- Human resource manuals and policies and procedures
- Web activity

Week 8 –

- Current events
- Discussion – chapter 13
- Career exploration and job interviews
- Web activity
- Class assessments