

CMS 316

Business and Professional Communication

Instructor: Crystal Fuller, MA
Phone: 402-641-0387
Email: crystal.h.fuller@gmail.com

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 are 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.

Required Text: Communicating at Work, 11th ed.(2013). Ronald B. Adler & Jeanne Marquardt
Elmhorst Publisher McGraw-Hill ISBN: 078036801

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.

CMS 316 will allow students to:

- a. Identify different styles of communication used in the workplace.
- b. Learn the value of verbal and nonverbal communication skills.
- c. Develop an understanding of the importance of listening skills in the workplace.
- d. Develop skills in oral presentations including the use of current technology to enhance delivery of message.
- e. Develop small group communication skills for a more effective workplace.

Student Projects:

Presentations will be made throughout the term and include: introduction speech, elevator 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.
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 an elevator speech. More details will be provided on the first night of class.
4. Group Topic Presentation - Students will be assigned in pairs, students will select a topic from the course readings. Presentations must include the use of visuals and an activity. The presentation will be at least 20 minutes in length. Each member of the pair will participate equally in the presentation. More details will be provided on the first night of class.
5. During the course of the term, students will need to attend a public speaking event, complete and return presenter evaluation form.

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=465-442 B-=371-365

A-=441-419 C+=364-351

B+=418-395 C=350-332

B=394-372 C-=331-320

Any grade below a 320 will require a meeting with instructor.

Points for assignments:

Introduction presentation- 50 points

Informative Interview- 85 points

Participation/Activities- 80 points (10 points per class session)

Elevator Speech-50 points

Group Topic presentation- 150 points (100 instructor, 50 group evaluation)

Outside Speaker Evaluation- 50 Points

TOTAL- 465 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 Doane University representatives.