

**Speech 1321.2**  
**Business and Professional Communication**

Odessa College—Summer I 2012

Horace R. Griffin

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WH 239

Monday – Thursday

11:40 AM – 01:55 PM

**Catalogue/Course Description**

**Business and Professional Communication.** In this course, students improve written and oral communication skills which affect business environments. Emphasis is placed on organizational networks, interviewing, presentational address, listening, and group work. The student will integrate these components with managerial methods and business image maintenance. Variables of culture and personality are analyzed. This course utilizes a “hands on” approach to application of the course materials.

**Texts/Materials**

Adler, Ronald B. and Elmhorst, Jeanne Marquardt. *Communicating at Work: Principles And Practices for Business and the Professions*, 10th edition. New York: McGraw-Hill, Inc. 2005.

CAW Online Learning Center, available at <http://www.mhhe.com/adler10c>

**Course Objectives**

Students will be able to:

- Define and explain basic communication terms and principles that underline competent business and professional communication.
- Demonstrate knowledge of theory and competence in dyadic processes, listening, the roles of interviewer and interviewee, task and social roles in problem-solving groups, conducting meetings, preparing and presenting informative and persuasive messages for groups, and conducting question-and-answer sessions.
- Analyze various communication contexts with regard to the myriad of choices communicators have in each setting and demonstrate knowledge of various probable outcomes and impacts that would result from different communicative choices.
- Apply communication principles and theory in diverse circumstances and demonstrate effective communication, distinguishing effective from less

effective responses.

## Major Assignments

The following term projects will give you an opportunity to apply what you have learned:

- prepare a performance appraisal
- conduct a career research interview and complete a report on it
- prepare and deliver individual presentations and a group presentation
- take exams as scheduled
- prepare a resume

In addition, students may be expected to complete some of the following in and out of class: learning logs, short assignments, oral reports, library research, quizzes, journals, impromptu panels, role-plays, group projects, analysis of film clips, conducting meetings and other in-class exercises to practice skills.

## Grading Procedures

Grades are based on these approximate percentages:

Interview Project	15%
Exams	25%
Group Project	25%
Oral Presentations	15%
Participation Grade/Daily Tests	10%
Attendance	10%

## Policies and Procedures

**Commitment:** Be forewarned that this is not a “fluff” course. Plan to invest a significant amount of time and effort.

**Attendance Policy:** During each class meeting, you will submit a short written assignment or quiz, which I will tally as your participation grade. You start with 95 points for attendance at the beginning of the semester. Each student is allowed one absence without penalty. After that, you will lose 10 points for every absence. If you don’t miss any classes, you will earn 5 extra-credit points, raising your attendance score to 100. It is **your** responsibility to be sure you have submitted your assignment.

*Please inform the instructor via e-mail when you must be absent because of illness. A doctor’s excuse may be required.*

**Timeliness of assignments:** Written work is due on the date specified in this syllabus. I won’t always announce these dates in class; *it is your responsibility to read the syllabus and attend to the posted dates.* If you experience extenuating circumstances, you may submit **one** assignment late. Each student may use this privilege **only one time** during the semester. The late assignment must be accompanied by an explanatory statement.

**Ten percent will be deducted from the score.** I won't accept assignments more than two weeks late. Please do not abuse this "late" privilege.

Daily quizzes or exercises **will not be made up**. If you are in an excused school activity, daily quizzes and exercises missed will not count against you; however, you should be careful that major assignments are completed within the allotted time.

**Evaluation of assignments:** I will evaluate your assignments according to the criteria specified in each assignment description. Grades will be based on achievement, not effort. I do not grade on a curve.

**Accommodations for disabilities:** Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973 and the American Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to participation in this or any other class at Odessa College contact me to discuss your concerns. You may also call the Office of Disability Services at (432)335-6861 to request assistance and accommodations or email Becky Rivera-Weiss at [briveria@odessa.edu](mailto:briveria@odessa.edu)

**Academic dishonesty:** Plagiarism (claiming someone else's work or ideas as your own or giving someone else your work to submit as if it were theirs) will not be tolerated.

**Classroom etiquette:** Please contribute to the supportive climate of this class by observing the following norms:

- If you have a mobile phone, turn off the sound. Please don't carry on a phone conversation, even a short one, while class is in session.
- If you should arrive late, please don't enter the classroom while a student is making a presentation. You could disrupt their train of thought and you would certainly distract the audience. Wait outside until that student has finished, and then enter. Better yet, come on time!
- Respect the opinions, values, and contributions of others.
- Your classmates have paid good money to take this class. Please don't detract from their learning environment by disrupting class with cross-talk or other distracting behaviors.
- Please, refrain from offensive language, i. e. cursing, strong expletives, or suggestive remarks. Specifically, be decent!

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Horace R. Griffin, Instructor

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With the exception of the first day, do the readings before coming to class. You are responsible for changes in dates and assignments announced in class.

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| Mon. Jun. 4    | Introduction to Course. Introduction of class members.<br>Chapter 1: Types of Communication at Work  |
| Tues. Jun. 5   | Chapter 2: Communication, Culture, and Work  |
| Wed. Jun. 6    | Chapter 3: Listening. <b>Select a briefing</b> which might be used at a job in your area. <b>(2 – 3 minutes). Present this briefing on June 20.</b>          |
| Thurs. Jun. 7  | Chapter 4: Verbal and Nonverbal Messages/ Sexual Harassment.   |
| Fri. Jun. 8    | Film <i>American Tongues</i> Study of Dialects   |
| Mon. Jun. 11   | Chapter 5: Interpersonal Skills. Expectations for Informative—Critique Sheet.  |
| Tues. Jun. 12  | Informative Presentation Due / Peer Review   |
| Wed. Jun. 13   | Chapter 6: Principles of Interviewing. Set up an <b>Information Gathering Interview</b> with a person in your field. <b>A written report is due June 30.</b> |
| Thurs. Jun. 14 | Chapter 7: Types of Interviews/Resumé<br>Submit a personal resumé—pp. 521-525  |
| Mon. Jun. 18   | Conduct Interviews – role play<br>Chapter 8: Working in Teams: Small Group and Group Assignments for Group Project   |
| Tues. Jun. 19  | Present material gathered to Group. Work in Groups.  |
| Wed. Jun. 20   | Chapter 9: Effective Meetings— <b>Present</b>  |

- Thurs. Jun. 21      **Briefing assigned July 9.**  
**MID-TERM EXAM.** Bring Scantron (100) and a #2 Pencil. Work in Groups after the test.
- Mon. Jun. 25      Chapter 10: Developing and Organizing Presentations  
Tues. Jun. 26      Chapter 11: Verbal and Visual Support in Presentations  
Wed. Jun. 27      Chapter 12: Delivering the Presentation  
Thurs. Jun. 28      Planning time for Group Presentations. What visuals will be used?
- Mon. Jul. 2      **Present Group Presentations**  
Tues. Jul. 3      Read Chapter 13: Persuasion  
**Wed. Jul. 4      Holiday!**  
Thurs. Jul. 5      **Persuasive Presentation (Infomercial 1-3 minutes)**  
**Other Speeches: A toast and an acceptance speech each about 2-3 minutes.**  
**FINAL EXAM. Bring a Scantron and a # 2 pencil.**