

# University of the Incarnate Word

**COMM 2341.01**- Business & Professional Communication

Fall Semester – 2016

Instructor – J. Anthony Abel

JB210 – [abel@uiwtx.edu](mailto:abel@uiwtx.edu)

Class meets M/W, Room JB123 – 1:30 p.m.

Office Hours – T/Th 8 a.m.

## Syllabus

### Course Description

This course examines the role of Communication in professional, organizational, and industrial settings. It covers informative reports and sales presentations, interviews, small-group discussion, meetings, nonverbal communication in the workplace, and negotiation processes.

### Overview

This course serves to meet important objectives for a liberal arts curriculum: to develop critical thinking, to enhance aesthetic sensitivity, to communicate with clarity, precision, and conviction. This is a lecture/performance course in which students will prepare two presentations with visual aids and one short academic white paper. Lectures, videos, and quizzes will be employed. Attendance is mandatory. There are no prerequisites for this course and it may not be repeated for credit.

### Outcomes

Students will learn how to prepare and comfortably deliver different types of extemporaneous business presentations before small group settings and other classes they may take throughout their academic and professional careers. Students will learn how to responsibly contribute to a group project and how to identify and remediate most breakdowns in oral communication. This course is taken by students across all academic disciplines

| Outcome   | Assessment  |
|---|---|
| 1. Organize and deliver a five-to-seven minute extemporary business presentation with visual aids in a small-group setting. | Two extemporaneous presentations in front of class.   |
| 2. Research industrial databases and properly cite them in a bibliography.  | Unique bibliographic assignment for each presentation |
| 3. Understand the basic principles of human communication.  | Four or five quizzes based on 100 point scale.        |

During this course, you will be required to:

1. Understand and diagram the speech communications process and label each of its parts.
2. Research business and marketing topic and develop an understanding of the various roles of corporate communications.
3. Develop a clear, coherent central idea for each presentation.
4. Logically organize the material using a properly formatted outline and bibliography in APA format.
5. Comfortably deliver a seven-to-ten minute presentation supported by visual aids.
6. Understand and explain the differences among several different types of visual aids and how they are used.
7. Know, understand and use the Monroe method (motivated sequence) in at least one extemporaneous presentation.
8. Be able to analyze a presentation and recall its main points.

**Disability Accommodations:**

The University of the Incarnate Word is committed to providing a supportive, challenging, diverse and integrated environment for all students. In accordance with Section 504 of the Rehabilitation Act – Subpart E, Title III of the Americans with Disabilities Act (ADA), and Title III of the ADA Amendments Act of 2008 (ADAAA), the University ensures accessibility to its programs, services and activities for qualified students with documented disabilities. To qualify for services, the student must provide Student Disability Services with the appropriate documentation of his or her disability at the time services and/or accommodations are requested.

**Pregnancy Accommodations:**

Under the Department of Education’s (DOE) regulations implementing Title IX of the Education Amendments of 1972, the University does not discriminate against any student on the basis of pregnancy or pregnancy related conditions.

**To request reasonable accommodations for disability, temporary disability (e.g., injury, surgery) or pregnancy, please contact:**

Student Disability Services  
4301 Broadway CPO 286  
Administration Building – Suite 105  
San Antonio, TX 78209  
(210) 829-3997  
(210) 829-6078 or [www.uiw.edu/sds](http://www.uiw.edu/sds)

**Title IX Information**

Unlawful discrimination has no place at the University of the Incarnate Word. It violates the University's core values, including its commitment to equal opportunity and inclusion, and will not be tolerated. The University of the Incarnate Word prohibits sexual misconduct, that can include: (1) sex and gender based discrimination; (2) sexual and sex and gender based harassment (including a hostile environment based on sex or gender); (3) sexual assault; (4) sexual exploitation; (5) stalking; and (6) relationship violence (including dating and domestic violence). For more information, or to report an incident, please visit [www.uiw.edu/titleix](http://www.uiw.edu/titleix).

**Class Absences for Religious Observances**

The University of the Incarnate Word welcomes persons of diverse backgrounds and is therefore committed to providing reasonable accommodations for students wanting to attend religious observances and who will miss class. Students must inform instructors at least two weeks prior to attending a religious observance. Students use the form found in the UIW Student Handbook and Student Code of Conduct to request accommodations from the instructor.

**Academic Honesty Statement**

The highest standards of academic honesty are expected in the course. Forms of academic dishonesty include, but are not limited to cheating, plagiarism, counterfeit work, falsification of academic record, unauthorized reuse of work, theft, collusion. See the student handbook for definitions and procedures for investigation of claims of academic dishonesty.

Students agree that by taking this course all required papers may be subject to submission for textual similarity reviews to Turnitin.com for detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Terms and Conditions of Use posted on the Turnitin.com site. Such material includes outlines for speeches.

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