

# University of the Incarnate Word

**COMM 2341.01**- Business & Professional Communication

Spring Semester – 2016

Instructor – J. Anthony Abel

JB302 – [abel@uiwtx.edu](mailto:abel@uiwtx.edu)

Class meets M/W, Room AD 265 – 1:30 p.m.

Office Hours – Tuesdays & Thursdays, 10:30 a.m. - Noon

## 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 and Title III of the Americans with Disabilities Act (ADA), the University ensures accessibility to its programs, services and activities for qualified students with documented disabilities. For more information, contact: Student Disability Services, Administration Building, Suite 105, Ph. (210) 829-3997, Fax (210) 829-6078

Website: <http://www.uiw.edu/sds/>

#### **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.

Approval Date – January, 2016

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## Course Outline

### Textbook

Andrews, P., & Baird Jr., J. E. (2005). *Communication for business and the professions*. (8th ed.). Long Grove, IL: Waveland Press, Inc.  
ISBN 13:978-157766-379-9

### Class Website

[www.comproff.net](http://www.comproff.net)

### Method of instruction

Content of the course will be delivered through classroom lecture, discussion, demonstrations, oral and written assignments. Video presentations will also be employed.

### 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

Courses in Speech serve 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.

In addition to the syllabus, the following class policies are to be observed:

### Student Learning 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

At the successful completion of this course, you should be able to demonstrate the following student learning outcomes:

1. Organize and deliver a five-to-seven minute extemporaneous business presentation with visual aids in a small group setting.
2. Research a business topic using academic and marketing databases and properly cite them in a bibliography
3. Understand the basic principles of human communication as practiced in a business environment.

### **Assessment**

Class assignments are grouped into five main areas where you can earn as many as 1,000 points. Points are awarded as follows.

#### **Tests**

Syllabus	40 points
Managing Conflict	40 points
Sensemaking	40 points
Business Ethics.	40 points
Visual Aids.	40 Points

#### **Assignments**

SWOT Analysis	50 points
Oral Resume	50 points
Abilene Paradox	50 points
PowerPoint	50 points

#### **Presentations**

Business Brief – Oral	100 points
Business Brief – Visual	100 points
Sales Presentation – Oral	100 points
Sales Presentation – Visual	100 points

**Final Exam -** 200 points

#### **The grading scale is as follows:**

900 + points = A
899 – 800 points = B
799 – 700 points = C
699 – 600 points = D
599 – 0 points = F

According to the Incarnate Word Undergraduate Bulletin, A and A- indicate a superior grasp of the subject matter of the course, initiative and originality in attacking problems, and the ability to relate knowledge to new situations. B+, B, and B- indicate better than average grasp of the subject matter of the course and ability to apply principles with intelligence. C+ and C indicate an acceptable grasp of the essentials of the course.

D+, D, and D- indicate less than average performance in the course. D is a passing grade for most core courses, but it severely reduces one's GPA.

F indicates failure to master the minimum essentials of the course. A grade of C must be received in all courses relating to major. The grades A+ and C- do not exist at UIW.

### **Participation**

Learning how to recognize elements of a good speech and present criticism in a positive manner is essential to improving your skills as a communicator. You will be asked to critique your own work as well as that of your classmates. You will also be asked to participate in a number of ungraded assignments, each of which contributes to your evaluation in this area. This area holds great value in how well you work with your class.

### **Oral Final Exam**

The performance final exam is an oral presentation on a subject of your choosing. A written final exam will also be administered.

### **The "I" Factor (Instructor Factor)**

The instructor reserves the right to add or subtract points based on attitude, effort or extra credit. Student-generated proposals for extra credit will be considered.

### **E-mail assignments**

Some of your work may be submitted by e-mail. You must use your Cardinal e-mail account for all correspondence. Students change e-mail accounts from Yahoo to Google to wherever at the drop of a hat. Your Cardinal e-mail address is the only one that I know will be stable throughout the semester.

### **Late Assignment Policy**

It is your responsibility to see that all assignments are turned in on time, even if you don't come to class on the day the assignment is due. I collect assignments at the immediate beginning of class. On-line tests must be completed within the allotted time-frame. Anything turned in after the initial collection is considered late. Neither Blackboard nor I accept late assignments!

### **Extra Credit**

Yes, you may apply for extra credit assignments to compensate for deficiencies in your class performance. The instructor is open to student-initiated proposals. All such work must be reduced to a formal contract that will be signed by both of us. Make-up work may or may not be assigned at my option. No extra credit work will be assigned during the last week of class.

### **Class Policies**

All course requirements must be completed in order to successfully pass this course.

### **Students must sign the attendance sheet each day.**

You must sign-in for yourself. This class is a combination performance and academic survey of essential elements of speech communication. Attendance is required at each session. A computer-generated sign-in sheet will be available at the beginning of each class session. It will be collected at the beginning of class. If you have not signed in when class starts a second sign-in sheet will be made available for late arrivals. Your first absence is free. Each absence after that will deduct 10 points from your end-of-semester grade. Two late arrivals equal one absence. Leaving early is disrespectful and represents a lack of commitment to the class. It will be counted as an absence.

Those participating in school-related events will be excused provided a letter is received from faculty sponsor which states the date on which he/she will be absent from class. All missed work must be made up within a prescribed time period. You MAY be excused if your stigmata is acting up. Anything less than that will probably not constitute an adequate excuse for missing class.

Signing someone else's name to the sign-in sheet or leaving after sign-in without the instructors prior knowledge is assumed to be an attempt to avoid late arrival or absence penalties and will be treated as academic dishonesty and may include dismissal from class with a failing grade. Once you have signed in, you are expected to remain in the classroom except for emergencies. Please comb your hair, visit the restrooms and eat breakfast before you come to class.

### **Major Student Responsibilities**

Be on time for every class, every day. Some experiential assignments may not be eligible for make-up. Special announcements about assignments and schedules are made at the beginning of class.

Preliminary outlines, bibliographies and PowerPoint items are due on lab day.

Final outlines, bibliographies and PowerPoint programs are due in my mailbox (abel@uiwtx.edu) not later than 4:30 a.m. on the day of your presentations.

Bring at least five copies of the proper evaluation sheets to class on presentation days, enough to evaluate each speaker. Hand written forms will not be accepted.

### **Incomplete and Drop Policies**

The last day to drop a course and still receive a "W" is the Friday before final exam week. Public Speaking is a performance course and requires faithful attendance. Absences or failure to present on scheduled days will be recycled to another day and a 15-point penalty will be assessed against your end-of-semester grade.

### **Academic Honesty Statement**

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## Class Schedule

Session	Date	Activity	Content
#1	1/11	Lecture	Communications History/Comm Process.
#2	1/13	Lecture	Syllabus/Orientation <b>Due today: Syllabus verification, Syllabus Test</b>
#3	1/20	Lecture	Listening/Sensemaking
#4	1/15	Lecture	Ethics <b>Due today: Listening Test, Sensemaking Test. (Company selection due today.)</b>
#5	1/27	Lecture	Critical Thinking. <b>(Ethics test due today)</b>
#6	2/1	Lecture	Outlines & Bibliographies - Content/Format
#7	2/3	Lecture	Visual Aids – PowerPoint
#8	2/8	Lab	Visual Aids Lab - <b>PowerPoint Exercise Due Today</b>
#9	9/15	Lab	Business Briefing Lab
#10	2/15	<b>Presentations</b>	SWOT Analysis; <b>Outlines, Bibliographies and PowerPoint due immediately following your presentation.</b>
#11	2/17	<b>Presentations</b>	
#12	2/22	<b>Presentations</b>	
#13	2/24	<b>Presentations</b>	
#14	2/29	Abilene Paradox	In-Class writing Assignment
#15	3/2	Lecture	Group Dynamics
#16	3/7	Lecture	Non-Verbal Communication
#17	3/9	Lecture	Newsletters
#18	3/14	Lecture	Corporate Communications
#19	3/16	Lecture	Corporate Communications
#20	3/21	Lecture	Monroe Method Persuasion
#21	3/23	Lecture	Persuasion Test
#22	3/22	TBD	<b>Newsletters Due</b>
#23	4/4	Lab	Skill Sets, Oral Interviews
#24	4/6	<b>Oral Resume Final</b>	Oral Presentation – Stand and Deliver
#25	4/11	Sales Lab	Preliminary Materials Due
#26	4/13	<b>Oral Final</b>	Sales Presentation; <b>Outlines and PowerPoint due Today.</b>
#27	4/18	<b>Oral Finals</b>	
#28	4/20	<b>Oral Finals</b>	

#29	4/25	Oral Finals	Oral Sales Presentation; Outlines and PowerPoint due Today.
#30	4/27	Course Review	
5/2/2016		Written Final	1:30 p.m. – AD230