

BUSINESS AND PROFESSIONAL SPEAKING
Spring 2003

Course Number: COMM 25863:11725-001

Mon., Wed., and Fri 3:20 – 4:10 pm.

Instructor: Dr. Rozell Duncan

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Office Hours: MWF 10:30 – 11:00, 12:00 – 1:00 and 4:15 – 5:30 pm. or by appointment

Text: Adler, R.B. & Elmhurst, J.M. (2002). *Communicating at work: Principles and practices for business and the professions*. (7th ed.) Boston: McGraw-Hill.

Course Description: In this course you will focus on the communication competencies and theoretical constructs needed and used in business and professional settings.

Purpose of the Course: This course is intended to improve your understanding of the principles of communicating in a professional manner.

Course Objectives: This course is designed to help the student develop an understanding and knowledge of communicating in the workplace. By the end of the semester, you should be able to set individual goals, understand organizational culture, write business correspondence, research career options, conduct various interviews, and make individual and group presentations. You will also possess a working knowledge of lawful and unlawful communication in the workplace and a heightened awareness of ethical and unethical communication in business and professional settings.

COURSE REQUIREMENTS

Critical Achievement: This assignment will develop your ability to evaluate your work performance. You will write five (5) critical achievements (goals). Benchmark evaluations will be submitted twice during the semester. (50 points)

Business Writing: This assignment covers the basic written skills that you need for interviewing. You will produce a cover letter, resume, and thank you letter and participate in a mock interview. (75 points)

Career Research Assignment: You will interview a professional in your chosen field. You will maintain a log and write an analysis of the interview. (50 points)

Presentations: Students are required to participate in both individual and group presentations. Speakers should be well prepared; dress appropriately, and generally behave in a businesslike and professional manner. For example, shorts, T-shirts, and blue jeans are normally inappropriate for formal presentations. The objective should be to dress consistent with the nature of the presentation. (275 points)

Individual Presentation I: You will prepare and deliver a 5 to 6 minute persuasive presentation. The purpose will involve either changing or strengthening the audiences' belief and attitudes or shaping the audiences behavior on an organizational or business issue. (75 points)

Individual Presentation II: You will prepare and deliver a 6 to 8 minute informative presentation. The purpose will be to inform the audience about some aspect of International Business. (100 points)

Group Presentation: You will be assigned to a group of up to five (5) members to prepare and follow a meeting agenda on an approved topic. Your group will be expected to meet both inside and outside of class to plan and organize your project and class presentation. Your grade for this project will be a group grade. (100 points)

Quizzes: There will be three (3) unannounced quizzes during the semester. The quizzes will test your understanding of the reading assignments and may be objective or short answer. (50 points)

Exams: Two non-comprehensive exams will be given over the lectures, textbook, handouts, and material covered in class. Each exam will be worth 100 points. The exams will consist of a variety of question types including multiple-choice, fill-in, matching, and short answer. Make-up exams will be given only due to an **approved excused absence** and will be in a format designated by the instructor. Make-up exams will be given at a time convenient for the instructor. Failure to take either exam will result in a zero for that exam. (200 points)

Written Work: All written work must be typed and double-spaced using either APA or MLA style format. Any work that is two or more pages in length are to be stapled together. *Assignments will not be accepted after the deadlines listed in the course schedule unless prior approval is obtained from the instructor.* Late assignments are subject to a penalty.

Participation: You are expected to read the assigned material before coming to class. Active participation in class discussion and activities is expected. Be Prepared. Students are responsible for all information, announcements, and changes addressed in class, whether the student is present in class or not.

Cheating/Plagiarism: You are expected to do your own research and paperwork. Cheating is the intention “to misrepresent the source, nature, or other conditions of academic work so as to accrue undeserved credit or to cooperate with someone else in such misrepresentation.” Plagiarism is presenting “as one’s own a material portion of the ideas or words of another or to present as one’s own ideas or work derived from an existing source without full or proper credit to the source of the ideas, words, or works.” **These offenses will not be tolerated.** Violators will receive an “F” in the course and will be further subject to University policy.

Attendance Policy: **READ THIS CAREFULLY.** Following is a statement of the attendance policy for this class. It will strictly be enforced. You are expected to be present for every class. Three unexcused absence will be permitted without penalty (not on the day you are scheduled to speak). Each unexcused absence beyond three will result in the course grade being lowered by 5% for each absence over the limit up to nine absences. Miss ten classes and you cannot complete this course.

Excused absences are determined by University guidelines and must be documented. If an emergency should arise and the student cannot attend class, especially on a day the student is scheduled to speak, the instructor must be contacted immediately, prior to class time. (After the fact is too late). It will be up to the instructor to decide if the reason warrants an adjustment in speaking date. Excused absences are determined by University guidelines and must be documented. If you must miss a class, see me beforehand and let me know why. However, this does not automatically guarantee you will be excused.

An attendance sheet will be circulated at the beginning of class; therefore, it would be wise to arrive on time. Arriving late disrupts the class and is discourteous to both students and the instructor. Any tardiness of more than 10 minutes will be reflected in your grade. *It is **your** responsibility to sign the attendance sheet each day of class.* If your signature is not on the attendance sheet, you will be considered absent.

Late Work: If you miss a deadline or presentation as a result of an **excused absence**, it will be made-up the class period that you return. Due to the nature of group work, group presentations **CANNOT** be made-up. Group presentations will be given as assigned. Each student will be granted one (1) class period extension on **written work**. The student **MUST** contact the instructor before the beginning of class in which the assignment is due to receive the extension. If the assignment is not submitted by the start of the class on the following class day, the student will receive a zero for the assignment and no further extensions will be granted. Written assignments, presentations, and exams missed as a result of **unexcused absences** will result in a zero for the assignment.

Etiquette/Courtesy: You are expected to be attentive during lectures. Small group or dyadic conversations are disruptive and discourteous to other students and the instructor. Students who need to talk to others including talking on the phone, will be asked to conduct conversations in the hall. Please turn off or mute

cellular phones and pagers during class. No gum chewing while giving a presentation. The best possible grammar will be used in presentations and in class. All presentations are to reflect “good taste.” Hats, caps, etc. may not be worn while giving a presentation. Students may not enter or exit the room while a presentation is in progress.

Legality: No illegal substances, explosives, firearms, weapons, live or dead animals, dangerous machinery, volatile chemicals, or noxious materials are to be brought to class. Illegal or grossly offensive behavior will not be tolerated.

Students with Disabilities: In accordance with University policy, if you have a documented disability and require accommodations to obtain equal access in this course, please contact the instructor at the beginning of the semester or when given an assignment for which an accommodation is required. Students with disabilities must verify their eligibility through the Office of Student Disability Services (SDS) in the Michael Schwartz Student Services Center, phone (330) 672-3391.

Course Registration: It is the policy of Kent State University that students are not permitted to attend classes for which they are not officially enrolled. It is the student’s responsibility to ensure proper enrollment in classes. You are advised to review your official class schedule during the first two weeks of the semester to ensure proper enrollment. Should you find an error in your class schedule, you have until Friday of the second week of classes to correct it. If registration errors are not corrected by that date and you do continue to attend and participate in classes for which you are not officially enrolled, you are advised now that you will not receive a grade at the conclusion of the semester.

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<u>Assignment</u>	<u>Points Possible</u>	<u>Points Earned</u>
Critical Achievement	50	_____
Goals	10 pts. _____	
Benchmark 1	15 pts. _____	
Benchmark 2	25 pts. _____	
Business Writing	75	_____
Cover Letter	10 pts. _____	
Resume	35 pts. _____	
Thank You Note	10 pts. _____	
Mock Interview	20 pts. _____	
Career Research Assignment	50	_____
Research Folder	10 pts. _____	
Analysis	30 pts. _____	
Questions	5 pts. _____	
Feedback Form	5 pts. _____	
Individual Presentation I	75	_____
Oral	60 pts. _____	
Outline	15 pts. _____	
Individual Presentation II	100	_____
Oral	75 pts. _____	
Outline	25 pts. _____	
Group Presentation	100	_____
Agenda/Manuel	25 pts. _____	
Meeting	50 pts. _____	
PowerPoint	20 pts. _____	
Q & A Period	5 pts. _____	
Quizzes	50	_____
Quiz 1	10 pts. _____	
Quiz 2	15 pts. _____	
Quiz 3	25 pts. _____	
Exam 1	100	_____
Exam 2	100	_____

Total	700	

Grading Scale

630 – 700	=	A
560 – 629	=	B
490 – 559	=	C
420 – 489	=	D
419 and below	=	F

Course Outline

Business and Professional Speaking
Mon., Wed., and Fri.

Dr. Rozell Duncan

<u>Date</u>	<u>Topic/Readings</u>	<u>Assignment</u>
Jan 13	Course Overview	
Jan 15	Communicating at Work, Chp. 1	
Jan 17	Culture and Diversity in Organ. Settings, Chp. 2	
Jan 20	No Class –Martin Luther King, Jr. Day	
Jan 22	Goal Setting	
Jan 24	Business Writing. App. 2	
Jan 27	Principles of Interviewing, Chp. 6	
Jan 29	Types of Interviews, Chp. 7	
Jan 31	Career Research	
Feb 3	Verbal and Nonverbal Messages, Chp. 3	Goals Due
Feb 5	Listening, Chp. 4	
Feb 7	Interpersonal Skills, Chp. 5	Cover Letter and Resumes Due
Feb 10	Mock Interviews	
Feb 12	Mock Interviews	
Feb 14	Mock Interviews	
Feb 17	Mock Interviews	
Feb 19	Mock Interviews	
Feb 21	Mock Interviews	
Feb 24	Exam 1	
Feb 26	Informative and Persuasive Speaking. Chp. 14	
Feb 28	Developing the Presentation, Chp. 10	Thank You Notes Due
March 3	Organizing your Ideas, Chp. 11	Benchmark 1 Due
March 5	Verbal and Visual Support, Chp. 12	
March 7	Delivering the Presentation, Chp. 13	Career Research Due
March 10	Group Presentation, App. 1	Form Groups
March 12	Working in Teams/ Effective Meetings, Chp. 8 & Chp. 9	
March 14	No Class – Group Project Meetings	
March 17	Individual Presentation I	Presentation Outlines Due
March 19	Individual Presentation I	Presentation Outlines Due
March 21	Individual Presentation I	Presentation Outlines Due
March 24 – 28	No Class – Spring Break ENJOY	
March 31	Individual Presentation I	Presentation Outlines Due
April 2	Individual Presentation I	Presentation Outlines Due
April 4	Individual Presentation I	Presentation Outlines Due

April 7	Group Presentations	Agenda/Manuel Due
April 9	Group Presentations	Agenda/Manuel Due
April 11	Group Presentations	Agenda/Manuel Due
April 14	Group Presentations	Agenda/Manuel Due
April 16	Group Presentations	Agenda/Manuel Due
April 18	Individual Presentation II	Presentation Outlines Due
April 21	Individual Presentation II	Presentation Outlines Due
April 23	Individual Presentation II	Presentation Outlines Due
April 25	No Class – Complete Benchmark 2	
April 28	Individual Presentation II	Presentation Outlines Due Benchmark 2 Due
April 30	Individual Presentation II	Presentation Outlines Due
May 2	Individual Presentation II	Presentation Outlines Due
May 8	<u>Exam 2 Thurs. May 8, 2003 7:45 – 10:00 am.</u>	

The Instructor reserves the right to change this syllabus if deemed necessary.

Business and Professional Speaking
Spring 2003, Information and Syllabus Agreement

PLEASE SIGN AND RETURN (a copy of this agreement will be provided for your records)

Name: _____

Local Address: _____

Local Phone Number: _____ Email Address: _____

Student ID Number: _____ Class Standing: _____

Major: _____



Agreement

I, _____ (print name) as a student in Dr. Duncan's Business and Professional Speaking Class (COMM 25863:11725-001) for the Spring 2003 semester, have read this syllabus. I understand what is expected of me as a student regarding:

Course Policies _____ (initials)

Class Requirements _____ (initials)

Assignments _____ (initials)

Due Dates _____ (initials)

Attendance Policy _____ (initials)

Unless I request otherwise, Dr. Duncan has my permission to use portions of my student number or some other identification schema as a method of distributing test scores and grades _____ (initials).

Signature

Date

