

California Lutheran University

Bachelor's Degree for Professionals

COMM 306, Business & Professional Communication

Spring 2016, February 29th to May 13th

Instructor: Drew Foley, PhD
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Office: Available before class and by appointment

Course Meetings: Thursdays 6:00 PM – 9:30 PM
Location: Woodland Hills Center, Room 114

Required Textbook(s)

Locker, K. (2015). *Business and Administrative Communication*, 11th ed.
New York, NY: McGraw Hill.

ISBN: 978-0-07-340325-0

Course Description

The purpose of this course is to provide a study of the principles involved in communicating in a professional environment. It includes techniques of interviewing, small group communication, role-playing, and exercises designed to improve communication skills. Students have several opportunities for practical application of oral communication principles in simulated settings.

Course Learning Outcomes

By the end of this course students will be expected to:

- 1) Understand key communication processes and functions in the contemporary work setting
- 2) Be able to determine and effectively use the most appropriate method of written or oral communication
- 3) Research a business problem and communication recommendations through the effective use of both oral and written communication skills
- 4) Evaluate and synthesize information from different sources
- 5) Prepare power point slides and give a professional presentation

Assessments and learning outcomes

- 1) Ethical and Professional Judgment
- 2) Interpersonal & Teamwork Skills, Principled Leadership
- 3) Information Literacy and Computer Skills
- 4) Field-specific Knowledge and Experience
- 5) Planning and Organization
- 6) Understanding of Cultural and Global Diversity
- 7) Written Communication
- 8) Oral Communication and Listening Skills

Class Format

This is a traditional class held on campus. Assignments are detailed in Black Board (BB) and are submitted to BB prior to class on the due date unless otherwise noted. Discussion boards are required and are accessed through BB.

Grading

Assignments are detailed in BB. Grades are based on meeting the criteria in the associated rubric. All assignments will be reviewed in class prior to due date. Your overall grade will be a calculation of points earned as a percentage of the available points using the following scale:

Letter Grade	Percentage	Points
A	93 – 100%	465 - 500
A-	90 – 92%	450 - 464
B+	87 – 89%	435 – 449
B	83 – 86%	415 – 434
B-	80 – 82%	400 – 414
C+	77 – 79%	385 – 399
C	73 – 76%	365 – 384
C-	70 – 72%	350 – 364
D	60 – 69%	300 – 349
F	0 – 59%	0 – 299

Student Workload/Carnegie Hours

The expectation is that a 4-credit course will meet for 50 hours of instructional time and will have 100 hours of out-of-class work (homework). As our 4-credit courses meet for about 36 - 37 hours in-person, the remaining 13 -14 hours of instructional time need to be handled via online instructions (flipped classes, discussion boards, etc.). There should be approximately 9 hours of homework per week (of course, this may vary depending on the week)

Activity	Instructor-Led Hours		Homework Hours		Remarks
	Weekly	Course	Weekly	Course	
Readings of required text & assigned articles				40	Over 11 weeks
Weekly Classes		37			
Online Discussion Forum (4 Activities)		13			Average, varies by student
Personal Skills Project				20	Average, varies by student
Interpersonal Skills Project				20	Average, varies by student
Group Skills Project				20	Average, varies by student
Total		50		100	

Assignments:

There are **3 major projects** and **4 online activities** scheduled for the term. Detailed instructions and a scoring rubric will be provided for each class assignment. A list of major projects and short description for each is provided:

Personal Communication Skills: Professional Presentation – due March 28
Students will conduct a short presentation for a professional audience. The purpose of this activity is to gain presentation skills and to understand how to effectively adapt verbal messages to an audience.

Interpersonal Communication Skills: Professional Interview – due April 18
Students will conduct an interview (both as interviewer and interviewee). The purpose of this activity is to gain interview skills and understand how to critically evaluate a candidate and how to respond effectively to interview questions.

Group Communication Skills: Business Proposal and Presentation– due May 9
Student groups will prepare a proposal to address a business challenge. The purpose of this activity is to diagnose a business problem and communicate recommendations for solution through use of both oral and written communication skills.

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Grade Composition

Projects – 300 points

Project 1 - Personal Communication Skills	100 points (20%)
Project 2 - Interpersonal Communication Skills	100 points (20%)
Project 3 - Group Communication Skills	100 points (20%)

Online Activities – 200 points

Activity 1 – Self-Assessment	50 points (10%)
Activity 2 – Influencing Others	50 points (10%)
Activity 3 – Personal Branding	50 points (10%)
Activity 4 – Team Charter	50 points (10%)

Total Points Possible:

500 points

The following resources are available to assist you in the Professionals program:

Course Evaluations Statement

All course evaluations are conducted online. Your feedback is important to us. You will receive an email message reminding you when the website is open for your feedback. The link is: <http://courseeval.callutheran.edu>

Pearson Library

Pearson Library provides access to scholarly books, journals, ebooks, and databases of full text articles from scholarly journals. To begin using these materials, visit the library web page <http://www.callutheran.edu/library>. There are many ways to contact Pearson Library for research assistance, no matter where you are!

- Email Yvonne Wilber (Professionals liaison) at ywilber@callutheran.edu
- General Library email: CLUlibrary@callutheran.edu
- Library main phone: 805.493.3250
- Text us your question: 805.493.3867
- Get more help at: <http://www.callutheran.edu/library/help/>

CLU Writing Center

The Writing Center provides 1:1 writing consultations, in-person and online, with trained undergraduate and graduate writing consultants. We welcome all writing-related projects at any stage of the writing process across the diverse disciplines of study at Cal Lutheran. The Writing Center also hosts writing workshops, provides in-class visits, facilitates writing groups, and offers a writer's studio option for longer, sustained projects. Services suit writers of all levels, including traditional undergraduates, graduate students from all fields, all English language learners, and accomplished scholars alike. All members of the Cal Lutheran community with an @callutheran.edu email address are welcome to make use of our services. For more information, please visit at www.callutheran.edu/writing_center or call 805.493.3257. Please schedule appointments online through MyCLU Blackboard with the yellow "The Writing Center" icon in "Tools," or stop by The Writing Center itself, located in the Darling Collaboration Suite of Pearson Library.

Veterans Resources

If you are a veteran, military member, or a family member of a veteran or military member, please refer to Cal Lutheran's Veterans Resources webpage for important information: <http://www.callutheran.edu/veterans/> . Also, if you are a veteran receiving benefits and you are struggling in a class, you most likely qualify for free tutoring. Please contact the Veterans Coordinator, Jenn Zimmerman, veterans@callutheran.edu or 805.493.3648, for more information.

Help Desk

Students may contact the Help Desk about telephone, network, wireless network, software questions password problems, hardware problems, and general consultation (i.e. you cannot log into your MyCLU portal, or you are having problems with Blackboard). Please email specific details about your problems to helpdesk@callutheran.edu, click on the following link for more information http://www.callutheran.edu/iss/technology_services/helpdesk.php or call: 805.493.3698

The following University policies apply to students in the Professionals program:

Disability Statement

California Lutheran University is committed to providing reasonable accommodations in compliance with ADA of 1990 and Section 504 of the Rehabilitation Act of 1973 to students with documented disabilities. If you are a student requesting accommodations for this course, please contact your professor at the beginning of the semester and register with the Disability Support Services Coordinator, Wendy Jimenez, for the facilitation and verification of need. The Disability Support Services Coordinator is located in the Center for Student Success Office at 3259 Pioneer Street, and can be contacted by calling 805.493.3878 or emailing wjimene@callutheran.edu

Sexual Misconduct

California Lutheran University does not tolerate any degree of sexual misconduct on or off-campus. We encourage you to report if you know of, or have been the victim of, sexual harassment, misconduct, and/or assault. If you report this to a faculty member, she or he must notify Cal Lutheran's Title IX Coordinator about the basic facts of the incident. More information about your options for reporting can be found at: <http://www.callutheran.edu/title-ix/>

University Harassment Policy

Be civil to each other, both on- and offline. For information on the University's **student harassment policy and rights, please go to the following link:** [Student Life Handbook](#)

Academic Honesty

The educational programs of California Lutheran University are designed and dedicated to achieve academic excellence, honesty and integrity at every level of student life. Part of CLU's dedication to academic excellence is our commitment to academic honesty. Students, faculty, staff and administration share the responsibility for maintaining high levels of scholarship on campus.

Any behavior or act which might be defined as "deceitful" or "dishonest" will meet with appropriate disciplinary sanctions, including dismissal from the University, suspension, grade F in a course or various forms of academic probation. Policies and procedures regarding academic honesty are contained in the faculty and student handbooks.

Plagiarism, cheating, unethical computer use and facilitation of academic dishonest are examples of behavior that will result in disciplinary sanctions. Plagiarism includes, but is not limited to:

Word for word copying without using quotation marks or presenting the work as yours

Using the ideas or work of others without acknowledgement

Not citing quoted material. Students must cite sources for any information that is not either the result of original research or common knowledge

Standards of Student Conduct Statements:

- [Student Life Handbook](#)
- [Academic Honesty Statement](#)

Final Note

This syllabus is subject to change. Every effort will be made to alert students to changes that occur in a timely manner.

Course Outline

Wk	Date	Topic	Reading
1	Feb. 29	Introductory Discussion and Syllabus Review Online Activity 1 – Self-Assessment (due March 7) Succeeding in Business Communication (Chapter 1)	Chapter 1 p. 2
2	March 7	<i>Online Activity 1 – Self Assessment - due</i> Online Activity 2 – Influencing Others (due March 14) Sharing Positive Messages (Chapter 9) Crafting Persuasive Messages (Chapter 11)	Chapter 9 p. 242 Chapter 11 p. 322
3	March 14	<i>Online Activity 2 – Influencing Others - due</i> Personal Communication Skills Project (due March 28) Making Oral Presentations (Chapter 19)	Chapter 19 p. 620
4	March 21	Adapting Your Message to Your Audience (Chapter 2) Delivering Negative Messages (Chapter 10)	Chapter 2 p. 26 Chapter 10 p. 286
5	March 28	<i>Personal Communication Skills Project due</i> <i>In-Class Presentations (Individual)</i> Online Activity 3 – Personal Branding (due April 4)	

6	April 4	<p><i>Online Activity 3 – Personal Branding - due</i></p> <p>Interpersonal Communication Skills Project (due April 18)</p> <p>Building Resumes (Chapter 12)</p> <p>Interviewing... and Succeeding in the Job (Chapter 14)</p>	<p>Chapter 12 p. 374</p> <p>Chapter 14 p. 452</p>
7	April 11	<p>Navigating the Communication Environment (Chapter 4)</p> <p>Communicating Across Culture (Chapter 7)</p>	<p>Chapter 4 p. 86</p> <p>Chapter 7 p. 186</p>
8	April 18	<p><i>Interpersonal Communication Skills Project due</i></p> <p>Online Activity 4 – Team Charter (due April 25)</p> <p>Group Communication Skills Project (due May 9)</p> <p>Working and Writing in Teams (Chapter 8)</p>	<p>Chapter 8 p. 212</p>
9	April 25	<p><i>Online Activity 4 – Team Charter - due</i></p> <p>Researching Proposals and Reports (Chapter 15)</p> <p>Writing Proposals (Chapter 17)</p>	<p>Chapter 15 p. 486</p> <p>Chapter 17 p. 550</p>
10	May 2	<p>Analyzing Information and Writing Reports (Chapter 18)</p> <p>Creating Visuals and Data Displays (Chapter 16)</p>	<p>Chapter 18 p. 574</p> <p>Chapter 16 p. 518</p>
11	May 9	<p><i>Group Communication Skills project due</i></p> <p><i>In-Class Presentations (Group)</i></p>	