

Human Communication Studies
Business and Professional Communication
HCOM 333
Fall 2007

Instructor: Patty Malone

Office: CP 420-27

Section: M 4:00-6:45, W 4:00-6:45

Phone Number: 278-3273

Email: pmalone@fullerton.edu

Office Hours*: M 2:15- 3:45, T 2:30-3:30, W 12:00-1:00

Required Text: Goodall, Jr., H. L. & Goodall, S. (2006). *Communicating in professional contexts*. Thomson Wadsworth: United States.

Course Description: Study of human behavior, structural demands and communication within organizations. Application of theory and behavioral research as a framework for generating managerial communication competencies such as interviewing, briefings, leadership, and intergroup coordination.

Course Objectives:

- Study and create both business and professional communication models.
- Explore ethical considerations and standards for decision-making, group interaction, and leadership roles.
- Improve oral, nonverbal, and written communication skills.
- Participate as a member of a team recognizing member contributions through collaborative efforts.
- Compare leadership strategies, influences, and styles.
- Explore your professional career, expectations and goals.
- Develop skill to prepare and deliver a professional oral presentation.
- Prepare professional resume and cover letter.
- Understand conflict in organizations and how to deal with it.

Course Policies

University regulations require that you are provided with a statement about plagiarism in the course syllabus.

Plagiarism: Plagiarism is defined as the act of taking the specific substance of another and offering it as one's own without giving credit to the source. Sources must be cited accurately and appropriately. When sources are used, acknowledgment of the original author or source must be made following standard scholarly practice. Cases of plagiarism will constitute dismissal from the course with a failing grade.

Honesty: Academic honesty is a core value at Cal State Fullerton. It is cheating if you develop your answers from sources other than those permitted by your professor or represent the work of others as your own. A few specific examples are:

- Using the notes of others
- Using the work of other students
- Handing in work that isn't yours
- Taking a test for someone else
- Sharing your answers to examination questions or class assignments with others

Attendance: Part of your grade will depend on your attendance. Good attendance and promptness are professional behaviors that reflect a responsible employee who is valued. If you must miss a class, please email or phone the professor prior to the class meeting. Please be on time for classes; tardiness interrupts the entire class – use this opportunity to develop habits that lead to your success. The following attendance policy will be strictly followed in this class:

You may have up to one (1) absence--for any reason--for "free." Use it wisely.
EACH ABSENCE AFTER YOUR FIRST ONE WILL RESULT IN APPROXIMATELY A 2% DEDUCTION (8 POINTS) FROM YOUR FINAL POINT TOTAL IN THE CLASS.

Two tardies (and/or leaving early) will be counted as an absence, so be warned! Defining "tardy" or "leaving early" will be at the discretion of your instructor. Excused absences will be granted only for verified medical emergencies or other unavoidable crises which can be **documented**. It should be noted that a trip to the health center does NOT constitute a medical crisis. If a serious medical emergency or long-term illness presents itself, you should drop or withdraw.

Participation is rated on respect for other students and your professor in addition to your active interest and comments in the course content. Doing other work in our class; reading other materials; studying for exams; surfing the internet are all examples of behaviors that are unacceptable.

Electronics: Please make certain that all cell phones and other technical equipment are turned off during class meetings. Laptops can only be used for class notes and work. Other use in class is not appropriate nor will be tolerated.

Assignments: All assignments are accepted on or before the due date. **Assignments should be “professional” quality and must be completed and handed in for a final grade. Please type all assignments. NO LATE ASSIGNMENTS ARE ACCEPTED; ALL ASSIGNMENTS ARE DUE AT THE BEGINNING OF THE CLASS.**

ASSIGNMENTS, GRADE PERCENTAGES, AND POINTS

		POINTS
Participation	5%	20
Mid-term Exam	20%	80
Resume/Cover Letter	10%	40
Report (Part 1 & 2)	20%	80
Oral Presentation	20%	80
Final Exam	25%	<u>100</u>
	TOTAL POINTS:	400

<p style="text-align: center;">GRADING SYSTEM PLUS/MINUS GRADING Definition of Grades and Corresponding Grade Points</p>

A+	4.0	387-400
A	4.0	375-386
A-	3.7	359-374
B+	3.3	347-358
B	3.0	335-346
B-	2.7	319-334
C+	2.3	307-318
C	2.0	295-306
C-	1.7	279-294
D+	1.3	267-278
D	1.0	255-266
D-	.7	240-254
F	Failing	239-below

Grading:

Use this as a guide for your written assignments:

CLARITY – structural pattern clear, sentences and paragraphs well developed, transitions and report development.

CONCISENESS – strive for brevity, avoid redundancies, and include well-developed ideas.

COMPLETENESS – introduction, body, and conclusion with support and good development.

GRAMMAR – capitalization, punctuation, references, grammatical correctness, proofreading, professional appearance.

INTERVIEW REPORT WRITTEN REPORT

PARTS 1 & 2 20% (80 Points)

Objective: **Be more informed about your career.**
Experience a “day with the professional”.

Part I Choose a profession in your particular area of interest, study, or one that you feel may be an optional consideration.

Write a formal report about the profession. You may include its history, current and up-dated information that shows the growth of the industry, number of professionals, salaries, criteria for entering the profession and other information.

Use APA style of report. Include charts, graphs, pictures and other visuals that enhance your report.

Part II Interview a professional in this area. Request to “shadow” this person for one-half day to track responsibilities. Include this information in your report. You are responsible for discussing one of our class concepts or theories in your interview, then reporting your discussion.

You may not interview your present employer, people in your present employment, family members or friends. You should use this opportunity to meet and network with people in your future career.

In the introduction, discuss how you contacted the person. More credit is given for challenging contacts.

Some example topics to ask about:

1. Rewards and challenges on the job
2. Process of obtaining the position
3. Career advancement
4. Typical work day
5. Preparation for career while in college
6. Advice for you
7. Other topic areas that interest you.
8. You need to inquire about one area of our studies such as leadership, persuasion, groups, or other.

Procedure

1. Find someone who works in your area of interest.
2. Contact the person and identify yourself as a Cal State Fullerton student doing a class assignment. Politely ask for an interview and the opportunity to share one-half day with him/her.

3. Send the person a list of the questions you will ask during the interview. (I will need to look at a copy of your questions **before** you send them). Please include these question in your report's appendix
4. Get started immediately in finding your interviewee. Don't be discouraged if you have to contact several people before someone grants you an interview.

End your report with your comments and thoughts after doing the research and interview.

Report Format

1. Use APA report style format. Research your profession using magazines, books, journals, newspapers, and other sources. Grading will include content, style, grammar, creativity, effort for pursuing the professional, and resources.
2. Combine the two parts in your final submission.

Include:

- Title Page
- Table of Contents
- Parts 1 (history) & 2 (interview/shadow)
- Reference Page
- Appendix

Enjoy this assignment! This is an opportunity to learn more about your career and network with a professional.

INFORMATIVE ORAL PRESENTATION WITH POWERPOINT
20%(80 Points)

Objectives: Learn strategies for presenting an informative presentation.
Learn to use PowerPoint for formal presentations.
Become more skillful in oral presentations.

Extemporaneous presentation (10 minutes)

Topic You will present information about your career, the person you interviewed, career responsibilities, response to one of our class topics and your conclusions (Parts I & II Report).

Resources Journal articles, books, magazines articles, newspapers, interviews and electronic sources. Please use a minimum of 10 sources. You may want to survey your classmates on the topic, their attitudes and knowledge about your topic. You could accomplish this by using a questionnaire that you may administer before/or at the end one of our classes. Please make arrangements with me at least one class in advance. This should be referenced in your presentation as an additional source. Please give me a copy of your questionnaire for review before you administer it.

Delivery Extemporaneous with PowerPoint slides.

Requirements Time Frame: 10 minutes
PowerPoint printout of your presentation with a reference section given to your professor before your delivery. Also, a copy of your slides is due the day of your presentation.

Grading Following criteria: organizational structure; delivery; content; research and support; outline; PowerPoint slides and creativity; and overall effort. Speeches due on appointed date.

RESUMÉ/COVER LETTER
10% (40 Points)

Objectives: Update or create personal resume. Write a cover letter.
Prepare you for a job interview.

Criteria: You will select a position that is relevant to your career direction (needs to be something you would actually do upon graduating). Write a professional resumé that includes all current information. You may submit a resumé of your choice, (e.g., chronological, functional, or electronic). You will also write a cover letter to go along with the resume.

Dates and Material Covered Subject to Change!!!!

Wednesday

DATE	ASSIGNMENT	CHAPTERS
August 22	Course introduction; Breakthrough Skills	Chapter 1
August 29	Evolution of Communication in the Workplace	Chapter 2
September 5	Listening	Chapter 4
September 12	Verbal and Nonverbal Communication	Chapter 5
September 19	The Job Search & Conscious Communication <i>INTERVIEW TOPIC/ABSTRACT DUE</i>	Chapter 9
September 26	Interviewing	Chapter 8
October 3	Interpersonal, Conflict, Ethics Test Review <i>RESUMÉ/COVER LETTER DUE</i>	Chapter 7
October 10	<i>MID-TERM EXAM</i> Difficult coworkers,	1,2,8,9,4,5,&7
October 17	Groups & Teams, Leadership	Chapter 10
October 24	Informative Presentations <i>WRITTEN REPORT DUE (PART 1 & 2)</i>	Chapter 11
October 31	Persuasion	Chapter 12
November 7	Visual Aids, Power Point, Presentation Preparation	
November 14	OFF NCA	
November 21	OFF FALL BREAK	
November 28	<i>FINAL ORAL PRESENTATIONS</i>	
December 5	<i>FINAL ORAL PRESENTATIONS</i>	
Week of December 10	<i>FINAL EXAM</i>	Chapters 10,11,12,3,&6

