Class meets: Tuesday & Thursday  
Class time – 4:00 p.m. – 5:50 p.m.  
EAB Smart Classroom – EAB 102  
Office Hours on Wednesdays in Adm. 218 (my office) 2:15 – 3:30 or by appointment.

Course Description: Students develop effective communication skills to present business and professional topics in a variety of mediums. Students learn how to organize technical and non-technical materials for presentation in a variety of formats (formal and information reports, e-mail, instructions, memoranda, letters, resumes, meeting agenda, etc.). Students also learn how to organize ideas and express them through presentation. Topics of discussion also include: structuring presentations (written or oral) for different purposes, strategies for persuading people in authority to support one’s position, the effects of non-verbal communication and ways to develop and incorporate visual aids. Additionally, students are introduced to how organizational culture influences internal and external organizational communication, problem solving, conflict resolution, and interviewing skills.

The required text for this course is Excellence in Business Communication by John V. Thill and Courtland L. Bovee, 8th edition. (Every student is REQUIRED to purchase this book; active reading and study skills must be implemented directly in this text by every student.) The Professor will include timely handouts on pertinent business information as well.

Skills to be covered:

- Introduce and practice business written communication such as formal and informal report writing, writing instruction manuals for clarity, the difference between e-mail use, memorandums and letters, production of meeting agendas and their proper distribution and resume writing. Introduction of all of these will also focus on brevity while not loosing clarity, positive messages versus negativity and how to deliver bad news.

- Edit documents based on clarity versus needed information, which type of written communication should be used and making sure nothing can be perceived as offensive to anyone.
• Identify the influence of organizational culture on internal and external communication, thus understanding organizational culture.

• Devise effective presentation skills in the business world to be heard, understood, promoted and recognized; the focus is on how to run different types of business meetings getting others involved as well as being heard yourself and exploring other visuals besides power point to make your meetings effective yet unique.

• Development of advanced skills for research is important to research information not only about various companies, but business styles as well.

• Analysis of problems and employing problem solving skills will also focus on interviewing skills both orally and the written interview questions, noting a difference between skills necessary for being interviewed versus being the interviewer.

• Empowering active listening skills is an oral communication focus; however, it is one of the first skills introduced because of its importance with written communication as well. Actively focusing on reading written communication aloud before submission is a particular venue of exploration for our students, the focus being on hearing how a message sounds to someone else and how you would react if roles were reversed.

• Continued awareness of verbal as well as nonverbal skills is of importance not only with meetings but with written communication as well. How messages are delivered and communicated can be difficult at times or even go undetected, thus often changing the meaning of the communication.

• Leadership and managerial skills are developed through both written and oral communication work thus expanding and acknowledging work relationship skills, what they are, and how to develop them. At the same time, a focus is on teamwork, how to be a part of it and how to build it.

Grading: Grades reflect a demonstration of achievement of the course objectives. In-class as well as out-of-class work is necessary for the successful completion of the course.

Presentations, active class participation, written work, supportive constructive criticism, quizzes, tests, use of electronic resources, and research work are criteria used to determine grades.

Methods of Assessment:
• 20% class participation and homework completion (this focuses on both oral and written work and the importance of timeliness in business)
• 20% tests and/or quizzes (these include both written and oral tests)
• 20% written papers (these are larger written assignments other than homework exercises that are a culmination of written exercises)
• 20% formal oral presentations (these include conducting various meeting types)
• 20% final exam includes resume work and oral interview (written and oral)