

CIS 300: Strategic Business and Professional Communication

Course Description:

This communication intensive course prepares B&E majors for their careers by developing effective communication skills (integrated written, oral, and visual) applied specifically to today's technology-driven and global business environment. The course will focus on developing strong communication skills in interpersonal settings, on small group teams, and when delivering public presentations. Students will prepare cover letters, resumes, websites, and portfolios; develop effective interviewing skills in face-to-face and online environments; communicate effectively based on audience analysis in face-to-face and online settings; deliver effective formal public business presentations (informative and persuasive) based on audience analysis and using a variety of presentational aids that enhance the message; and learn to manage data, graphics, and a positive online presence (e.g., websites blogs, social media outlets, email messages, and webinars).

Prerequisites:

Upper division status in accounting, analytics, economics, finance, management, marketing, communication, or permission from instructor

Learning Outcomes:

Upon completion of the course, students will be able to:

- Write, revise, and proofread effective audience-centered business documents in a variety of formats (e.g., cover letter, resume, press release, memoranda, e-mail correspondence, formal speech outlines, meeting agendas and minutes, websites).
- Prepare and deliver effective formal oral business presentations (informative and persuasive) using appropriate presentational aids based on the rhetorical situation (purpose, audience, occasion, constraints).
- Practice effective interpersonal and intercultural communication skills (speaking, listening, responding, interviewing, conflict management) appropriate to the rhetorical situation (purpose, audience, occasion, constraints).
- Practice effective small group communication skills (teamwork, leadership, conflict management) in informal settings and as part of formal presentations (face-to-face and online).
- Respond effectively to media and stakeholder inquiries during crisis events and during question and answer sessions.
- Use strong evidence (locate, analyze, evaluate) to support ideas, arguments, and positions, as well as to solve workplace problems.

Required Materials:

Lehman, C., & Dufrene, D. (2011). *Business Communication (16th ed.)*. Mason, Ohio: South-Western, Cengage Learning.

Perrin, R. (2012). *Pocket guide to APA style* (4th ed.). Boston, MA: Wadsworth, Cengage.

Microsoft Office (PowerPoint, Word, Publisher)

Other readings as assigned by the instructor

Course Activities and Assignments:

Each student will compile an electronic portfolio of materials that will include, for example, a cover letter, resume, and reflective essay for a job in their chosen field, sample business documents, formal outlines and presentational aid printouts of formal oral presentations, and recordings of mock interviews and speeches.

1. Cover letter, resume, and reflective essay (60 points)

Each student will conduct research to locate a job posting for a position he or she might like to hold one day. Each student will prepare a cover letter and resume applying for that position. Documents are to reflect research about the mission of the organization, required and preferred credentials, and the expertise the student would bring to the organization if hired. Students will prepare a 400-500 word self-reflection articulating how and why they prepared the cover letter and resume as they did, citing at least three credible sources using proper APA style. These documents will be revised at the end of the semester to reflect what the student learned throughout the term. In the revised 400-500 word self-reflection, students will explain what they changed (or did not change) and why.

2. Business documents (100 points)

Students will prepare an interoffice memo, email message, and press release that reflect ethical and effective responses to case study scenarios provided by the instructor. Students will also prepare a sample brochure, flyer, newsletter, or website for an organization as assigned by the instructor.

3. Interview and critiques (60 points)

Each student will prepare a 400-500 word self-critique of their mock job interview, as well as a 400-500 word peer critique of a classmate's interview as assigned by the instructor.

4. Job Talk Public Speech (50 points)

Each student will deliver a 5-7 minute "job talk" answering the question: "Why should you hire me?" for the position selected by the student. Points will be earned for the formal and speaking outlines, the construction and integration of presentational aids (e.g., PPT slideshow), self and peer review critiques of documents and rehearsals, as well as the content, structure, and delivery of the actual speech (including a question and answer session).

5. Team Project (150 points)

Students will work together in teams (4-6 students each) to examine a workplace crisis situation and formulate potential solutions for it, as well as for addressing various stakeholder groups. Each group will produce a 500-700 word written report describing what and how they would communicate to the

various groups and why, a formal 16-20 minute actuation persuasive presentation delivered as a group symposium, and a digital product communicating to one of the groups described in the written report.

6. Exams (150 points)

There will be two examinations to evaluate comprehension of theories and concepts addressed in the assigned readings and class discussions.

7. In-Class Activities (30 points)

Students will complete a variety of in-class activities, which may be awarded points for participation. These activities/points cannot be made up.

Grading:

90-100% = A (540-600 points)

80-89% = B (480-539 points)

70-79% = C (420-479 points)

60-69% = D (360-419 points)

0-59% = E (0-359 points)

Midterm Grade:

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>)

Tentative Course Schedule:

Week One

- Establishing a Framework for Business Communication (Chapter 1)
- Assignment Due: Cover letter, resume, reflection (Chapter 13)

Week Two

- Interpersonal and Group Communication (Chapter 2)
- Establish Class Teams

Week Three

- Planning and Preparing Spoken and Written Messages (Chapters 3 and 4)
- Assignments Due: Interoffice memo, meeting agenda, mock meeting, and minutes

Week Four

- Communicating Electronically (Chapter 5)
- Delivering Good News and Bad News Messages (Chapters 6 and 7)

Week Five

- Assignments Due: Press Release, Crisis Response, Brochure/Flyer/Website
- Exam #1 (Chapters 1-7)

Week Six

- Interviews and Employment Messages (Chapter 14)
- Assignment Due: Interviews and Critiques

Week Seven

- Persuasive Messages (Chapter 9)
- Managing Data and Using Graphics (Chapter 10)
- Designing and Delivering Business Presentations (Chapter 12)

Week Eight

- Assignment Due: Job Talk Speeches and Critiques

Week Nine

- Research Methods (Chapter 8)
- Organizing and Preparing Reports and Proposals (Chapter 11)

Week Ten

- Group Work Day
- Assignment Due: Group Report

Week Eleven

- Assignment Due: Digital Product
- Group Rehearsal Day

Week Twelve

- Assignment Due: Team Presentations and Critiques

Week Thirteen

- Assignment Due: Team Presentations and Critiques

Week Fourteen

- Assignment Due: Revised Job Application Materials and Portfolios

Week Fifteen/Finals

- Exam #2 (Chapters 9-14)

Submission of Assignments: Unless indicated specifically otherwise, all written assignments must be posted to the Blackboard shell by the due date and time. Students must complete all assignments to earn a passing grade in the course. Late assignments are not accepted without prior approval from the instructor.

Attendance Policy: Because this course is highly discussion-oriented, attendance is mandatory. Penalties will be administered according to UK Senate Policy (see below):

Excused Absences: Students need to notify the professor of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.

Verification of Absences: Students must verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

Academic Integrity: Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty.

Part II of *Student Rights and Responsibilities* (<http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In

cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work, which a student submits as his/her own, whoever that other person may be.

When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas, which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Accommodations due to disability: If you have a documented disability that requires academic accommodations, please see your instructor as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide your instructor with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

Classroom Conduct/Behavior:

- (1) Cell Phones:** Students are not to use cell phones during class time and are expected to turn them off or silence them. If extenuating circumstances exist, students must discuss them with the instructor before class begins.
- (2) Laptops:** Laptops are admissible as long as they are being used for note taking and other class-related assignments.
- (3) Preparation:** You are expected to come to class prepared by doing the readings and assignments as delineated in the schedule. Unprepared students may be asked to leave at the discretion of the instructor.
- (4) Respect/Civility:** First, come to class on time and do not leave early without prior permission to do so. Second, engage in classroom activities and discussions in ways that demonstrate respect for yourself and for others. This includes demonstrating sensitivity to inclusive bias-free language, offering support and encouragement to your peers, listening carefully to others before offering your opinions, and avoiding prejudice or hate speech in your remarks and behaviors. Finally, please be sure to talk to your instructor outside of class if anything that happens during class with your peers or instructors that bothers you.

NEW COURSE FORM

1. General Information.

- a. Submitted by the College of: Communications and Information Studies Today's Date: February 6, 2012
- b. Department/Division: Instructional Communication
- c. Contact person name: Deanna Sellnow Email: Deanna.Sellnow@uky.edu Phone: 257-2886
- d. Requested Effective Date: Semester following approval OR Specific Term/Year¹: _____

2. Designation and Description of Proposed Course.

- a. Prefix and Number: CIS 300
- b. Full Title: Strategic Business and Professional Communication
- c. Transcript Title (if full title is more than 40 characters): _____
- d. To be Cross-Listed² with (Prefix and Number): _____
- e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours³ for each meeting pattern type.

Lecture _____ Laboratory¹ _____ Recitation _____ Discussion _____ Indep. Study

_____ Clinical _____ Colloquium _____ Practicum _____ Research _____ Residency

_____ Seminar _____ Studio _____ Other – Please explain: _____

- f. Identify a grading system: Letter (A, B, C, etc.) Pass/Fail
- g. Number of credits: 3
- h. Is this course repeatable for additional credit? YES NO
- If YES: Maximum number of credit hours: _____
- If YES: Will this course allow multiple registrations during the same semester? YES NO

- i. Course Description for Bulletin: This communication intensive course prepares students for their careers by developing effective communication skills (integrated written, oral, and visual) applied specifically to today's technology-driven and global business environment. The course will focus on developing strong communication skills in interpersonal settings, on small group teams, and when delivering public presentations. Students will prepare cover letters, resumes, websites, and portfolios; develop effective interviewing skills in face-to-face and online environments; communicate effectively based on audience analysis in face-to-face and online settings; deliver effective formal public business presentations (informative and persuasive) based on audience analysis and using a variety of presentational aids that enhance the message; and learn to manage data, graphics, and a positive online presence (e.g., websites blogs, social media outlets, email messages, and webinars).

¹ Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

² The chair of the cross-listing department must sign off on the Signature Routing Log.

³ In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, represents at least two hours per week for a semester for one credit hour. (from SR 5.2.1)

NEW COURSE FORM

- b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from 10.a above) are attached.

NEW COURSE FORM

Signature Routing Log

General Information:

Course Prefix and Number: CIS 300

Proposal Contact Person Name: Deanna Sellnow

Phone: 257-2886


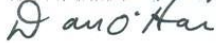
Email:

Deanna.Sellnow@uky.edu

INSTRUCTIONS:

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

Internal College Approvals and Course Cross-listing Approvals:

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
Division of Instructional Com	2/6/2012	Deanna Sellnow / 257-2886 / Deanna.Sellnow@uky.edu	
CIS College		Dan O'Hair / / / / / / / /	

External-to-College Approvals:

Council	Date Approved	Signature	Approval of Revision ⁶
Undergraduate Council	4/10/2012	Sharon Gill	
Graduate Council			
Health Care Colleges Council			
Senate Council Approval			
		University Senate Approval	

Comments: