# ***CCOM 2313: Business & Professional Communication* Syllabus**

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**Course Number and Title:** CCOM 2313 – Business & Professional Communication.   
*From the* [*statewide common course information*](https://regents.la.gov/wp-content/uploads/2021/11/CmnCrsCatalog-2021-22-FINAL-APPROVED.pdf)*.*

**Course Brief Description:**   
This course will teach you how to communicate effectively in a professional context, focusing on both oral and written communication skills, including business correspondence, interviewing, individual presentations, group problem-solving, and adapting to organizational cultures. The course consists of 15 topics (see below). *Institutions should add (according to institutional policies):*

No prerequisite courses required

OR

Prerequisite courses:

**Prerequisite Knowledge:**

*If any prerequisite knowledge or course is required for the course, include that here. If no prerequisite is required for the course, state that.*

**Course Goals:**

At the end of this course, students will be able to:

* *Recognize business situations/issues (both positive & negative) and formulate appropriate responses*
* *Demonstrate an awareness of the rhetorical theory and understanding the relationship between audience, purpose, and text.*
* *Create professional business/technical documents in appropriate formats using correct grammar and effective style, structure, and visual elements*
* *Deliver professional and polished presentations (in person or virtually) using appropriate style, structure and visual elements*
* *Demonstrate effective communication and collaboration skills within a group or team*
* *Understand the importance of and demonstrate cultural competence in business communication*
* *Discriminate between ethical and unethical communication practices*

**Course Materials:**

Textbook: Abel et al, *Strategies for Effective Business Communication*

https://louis.pressbooks.pub/businessprofessionalcomm/

**Instructor Contact Information:** [*Keep as a placeholder for future adopters]*

Instructor:

* Name:
* Email:
* Phone:
* Office: Room \_\_\_ of \_\_\_\_ Building
* Office Hours: MWF, 10-12, Tues, 1-2 and by appointment (in person or on zoom)
* Communication policy: The best way to contact me is by email ([name@institution.edu](mailto:name@institution.edu)). I will respond to you within 24 hours of an email sent during the week, and by Monday morning if it is sent late Friday or on the weekend.

**Course Schedule:**

*In this schedule, you will list the topics and the corresponding course materials (chapters, videos, etc.) covered in sequence. This schedule demonstrates how you would organize your course around open materials and should be reflective of your course description, goals, and student learning outcomes.*

*The typical academic semester is ~15 weeks, so this template is using 15 modules. Use this to outline the topics you would cover on a module (or weekly or other scale) basis and the corresponding readings/resources that support that content. Add/remove rows as needed. The table is designed so with the top row repeats if the table spreads to a new.*

| **Module (chapters)** | **Topics and Concepts**  **List and describe as necessary the topics and concepts covered in each weekly unit.** | **Corresponding Course Materials**  **Where relevant, indicate if the resource is a chapter(s) or section(s) of a larger resource.** |
| --- | --- | --- |
| 1 | Understanding the “why” of Business Communications; the relevance and need of effective business communications skills and the difference between communications within business and the curriculum of English courses | Chapter 1 of *Strategies for Effective Business Communication;* video, H5P |
| 2 | Analysis of primary and secondary audiences; writing style techniques; message channel selection; the writing process: plan, write, revise, and edit | Chapter 2 of *Strategies for Effective Business Communication;* Audience analysis interactive lecture; chapter 2 H5P exercises |
| 3 | Determining appropriate forms of research methodology, Locating, collating, reliable information from a variety of sources, effective techniques for integrating and documenting research into text, punctuation rules for direct quoting, review of documentation styles | Chapter 3 of *Strategies for Effective Business Communication;* exercises, H5P |
| 4 | Techniques for collecting and integrating data from a variety of sources, understanding audience and purpose, outlining techniques, understanding the process of planning, writing, and revising documents, tailoring documents to address specific audiences | Chapter 4 of *Strategies for Effective Business Communication;* exercises, and H5P |
| 5 | Removing extraneous information from draft articles and literature; maintaining themes and | Chapter 5 of *Strategies for Effective Business Communication;* |
| 6 | Positive Messages; Direct and Indirect approach; Complaints and Claims; Negative Messages; Crisis Communication | Chapter 6 of *Strategies for Effective Business Communication*,5-step flowchart of negative messages; video: Breaking Bad News - Difficult Workplace Conversations |
| 7 | Classical Rhetoric, Aristotle and the Three Appeals, Understanding and organizing Persuasion, Principles of Persuasion | Chapter 7 of *Strategies for Effective Business Communication*, and exercises. H5P will be added. |
| 8 | Emails; Netiquette and Social Media; Texting and Instant Messaging | Chapter 8 of *Strategies for Effective Business Communication;*H5P activities: Letter revision; Find the mistakes; Quizzes; Put the memo in order |
| 9 | Job Search, Resumes and Cover Letters | Chapter 9 of *Strategies for Effective Business Communication;* videos, exercises (to be added), examples, H5P activities (will be added) |
| 10 | Interpersonal Workplace Communication and the Job Interview | Chapter 10 of *Strategies for Effective Business Communication;*, videos, exercises (to be added), examples, H5P activities (will be added) |
| 11 | Group Communication | Chapter 11 of *Strategies for Effective Business Communication;* videos, exercises (to be added) |
| 12 | Developing Presentations | Chapter 12 of *Strategies for Effective Business Communication*, videos, exercises |
| 13 | Visual Communication and Document Design | Chapter 13 of *Strategies for Effective Business Communication*, videos, exercises |
| 14 | Intercultural Communication | Chapter 14 of *Strategies for Effective Business Communication*, videos, exercises |
| 15 | Communication Ethics | Chapter 15 of *Strategies for Effective Business Communication*, |

**Course Policies:** *[outline these as best as you can in terms of what is required for this course]*

* **Technology Requirements**

Students should have access to the internet, with a browser that runs video. They should have access to MS Word or similar word processing software.

* **Computer Skills**

Students should be able to login and perform interactions within [Moodle or other course management software], such as uploading documents, commenting on discussion boards, etc.

* **Evaluation**

You will receive a grade for each assignment, as well as for the mid-term and final. Your participation grade is based on your participation in discussion and submitting work in a timely manner. Your grade on a weekly assignment will be shared with you by the following week’s class, privately in Moodle. You will be able to track your overall progress and current grade in Moodle. In addition, interactive activities are included throughout the textbook to let you informally test your knowledge of the material. *May include both formative and summative assessment included, graded items, and expectations around assessments (participation, submission process). Note the role of the H5P content in Pressbooks: is this for self-practice or for a grade. If graded, indicate the grading scheme (is it graded based on average attempt, best attempt, first attempt, or last attempt).*

* **Grading Policy**

*Sample:*

Each module’s assignment is worth 10 points = 150 points

Mid term – 50 points

Final – 100

Participation – 50

Total possible points = 350

Your grade will be based on the percentage of points out of 350 that you earn.

92-100%= A

86-91% = B

78-85% = C

70-77% = D

Below 70 = F

**University Policies and Support:** *[Keep as a placeholder for future adopters]*

* **Code of Conduct**
* **Online Etiquette**
* **Academic Integrity**
* **Diversity Statement**
* **Accessibility and Disability Services**
* **Technology Support**
* **Academic Support Services**
* **Student Privacy and Data Protection Policy**