

CMST 240: Business and Professional Communication
Spring 2016
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TEXTBOOK:

Haas, J. W. (2015). *Business and professional communication in the information age*.
Plymouth, MI: Hayden McNeil.

COURSE PURPOSE AND LEARNING OUTCOMES:

Communication Studies 240 is designed to achieve two broad objectives. First, the course will advance your knowledge of the communication process in business settings. Second, the course is designed to strengthen your skills as a speaker. [This abridged statement is included in the textbook required for all sections of CMST 240, as are the Course Objectives listed below.]

Course Objectives:

1. Possess an understanding of the communication process;
2. Possess an understanding of how to prepare, deliver, and evaluate message in organizational contexts;
3. Demonstrate an understanding of the ethical responsibilities associated with business communication; and
4. Demonstrate the skillful use of communication in interpersonal, group, and presentation contexts.

COURSE REQUIREMENTS:

1. Oral presentations. This course offers a variety of opportunities to engage your audience in meaningful ways while sharing ideas and information including: partner introduction, brown bag introduction, a briefing and an intercultural partner presentation on doing business with professionals in another culture.

2. Interview activity. This course includes an interview simulation involving a mock interview with students serving as members of the interview panel as well as interview candidates.

3. Team project. This course places a high emphasis on the development of workplace communication skills such as engaging in conversations, effective listening skills, and collaborative teamwork. The team project requires those skills applied to developing a communication plan, based upon a communication audit, for local nonprofit agencies.

4. Conversation journal and reflection responses. This course encourages classroom connections and the thoughtful reflection of class experiences, personal growth, and the impact of communication skills in a variety of applications. Three reflection responses are embedded throughout the term, four in the speech anxious sections.

5. Testing. This course will assess knowledge and skill development in a variety of ways. Three small quizzes and one exam will be taken over the term.

Please note that this course follows a flipped classroom model that requires your preparation, active participation, and thoughtful contribution to class activities and discussion.

TENTATIVE SCHEDULE:

Week	Topic	Assignment	Reading
1	Overview	Student Information Sheet	
2	Importance and anxiety	Get to Know activities, review BB	Chs 1-3, 9
3	Connecting to self and others	Complete assessments, Speed networking	
4	Listening and Do's & Don'ts	<i>Partner Introductions</i> , complete Do's & Don'ts worksheet	Chs 6, 8
5	Content basics – outline design	<i>Brown Bag Introductions</i> , Listening quiz	Chs 5, 7
6	Research and Brief preparation	Library module, Research quiz	
7	Audience analysis, Credibility and relatability	Worksheets, RR #1 – classroom connections, <i>Brief presentations</i>	
8	Intercultural communication	Collaborate with partner	Chs 10, 11
9	Intercultural comm speeches	<i>Partner Intercultural Communication presentations</i>	
10	Spring Break		
11	Interviewing	Review BB readings, complete Most Common interview questions sheet	Ch 4
12	Interview activity	Interview for position and Serve on hiring committee, Interview quiz	
13	Team project-basics	Overview of assignment, Problems in Space team activity	Ch 12
14	Team project-preparation	Collaborative project preparation	
15	Team project-presentations	Presentations with activity and powerpoint, RR #2-team contribution reflection, attendance sheet, RR #3-Speech evaluation due	