

SCOM 358: Business and Professional Communication**Fall 2015****Dr. Timothy C. Ball****James Madison University****TEXTBOOK:**

There is no textbook required for this class. All required readings can be found on the Canvas website.

COURSE LEARNING OBJECTIVES:

1. To increase your awareness, knowledge, and understanding of communication in the business and professional world.
2. To help you understand current career information as it relates to the business and professional world.
3. To develop work life skills, including how to write cover letters and résumés, interview effectively, and business etiquette.
4. To assist you in public life by helping you create and deliver effective professional business presentations.

COURSE REQUIREMENTS:

1. Résumé Assignment. Find the description for an internship or entry-level position you feel you are qualified for and create a résumé in the functional/chronological hybrid format. The résumé should address the skills and experiences called for in the internship or job description that you selected. This assignment is worth 50 points.

2. Cover Letter Assignment. Write a cover letter that will accompany the functional/chronological résumé. The cover letter should be persuasive and specific to the internship or job description that you selected. This assignment is worth 50 points.

3. Electronic Portfolio Assignment. Create an online portfolio that demonstrates the skills and accomplishments that you have acquired while in college. The portfolio will include: a copy of your résumé, cover letter, references, and work samples (literature review, PowerPoint presentations, research papers, handouts, brochures, internship/directed project examples). This assignment is worth 100 points.

4. Business/Professional Communication Concept Presentation. For this assignment you will work with one other person in this class. You will begin by selecting a topic that relates to business and professional situations. The presentation will be in two parts. The first part, where you inform the audience about your topic, will be done as a Pecha Kucha, which is Japanese for “chatter” or “chit chat.” This presentation will consist of a 20-slide multimedia presentation delivered by your group using a timeframe of 20 seconds per slide for a total of a 6-minute, 40-second presentation. This assignment is worth 50 points.

The second part of the presentation will consist of at least two activities that involve the audience and are related to the topic of your Pecha Kucha presentation. These activities should help the audience better understand or apply information or knowledge that they learned from the Pecha Kucha. This assignment is worth 50 points.

5. Elevator Speech Assignment. Everyone gets this question in a job interview, “Tell me about yourself.” It is essential to be able to answer this question and to answer it well. Much like the “elevator speech” popular in the 1990s, you should prepare for short networking opportunities by crafting a solid personal commercial about you and your abilities. This assignment is worth 50 points.

6. Behavioral Interview and Reflection Assignment. Set up a practice interview through InterviewStream. You will have access to frequently asked interview questions, or you can choose your own questions, or you can select a prepared interview. You must record yourself responding to each question, and submit your recorded interview via Canvas by the deadline.

Once you have completed the practice interview, reflect on this experience by answering the following questions:

1. Describe one or two things that you did well in this interview.
2. If you could redo this interview, what would you do differently?
3. Now that you have completed this practice interview, what did you learn about interviewing that you did not know before? Explain your answer.

Submit your responses to these questions via Canvas by the deadline. This assignment is worth 50 points.

7. Weekly Article Response Assignment. This assignment is designed to teach yourself to think about business and professional communication through the use of a series of written assignments that are linked to cognitive goals in order to enhance your comprehension of the subject matter and (hopefully) increase your engagement. After reading five brief articles each week, you will respond to a prompt that is designed with the learning goals in mind. In your responses to weekly articles you read, describe the most important concepts from the reading along with a brief explanation as to why you chose a particular passage. This assignment is worth 65 points.

8. Final Article Response Assignment. After writing article responses about the issues and implications inherent in the readings for the semester, consolidate and revisit your work before you submit it via Canvas. This recursive exercise is called “interrogating the text,” since you’ll be asked to review something that you now know fairly well and then ask broader, connection questions of the writing. The result is that you’ll understand the work you did more deeply. This assignment is worth 100 points.

9. “Can You Afford this Job?” Assignment. Find an entry-level position in your field and in a city that you would like to live. Use Monster.com or some other comparable website to find the

average salary for that entry-level position in that city. Download that information on salaries and submit it with the budget worksheet. This assignment is worth 100 points.

TENTATIVE SCHEDULE:

Week	Topic	Assignments Due	Article Reading Responses
1	Introductions; overview of course; résumé assignment discussed		Articles 1-4 (Résumés)
2	Cover letters; elevator speech assignment		Articles 5-8 (Résumés)
3	Résumés and cover letters; Business & Professional Communication Concept Presentation Assignment		Articles 9-12 (Résumés)
4	Résumés and cover letters	Draft of hybrid résumé; Elevator Speeches 1-8	Articles 13-16 (Résumés)
5	Résumés and cover letters	Elevator Speeches 9-24; B & P Communication Concept Presentation 1	Articles 17-20 (Résumés)
6	Mentoring and diversity in the workplace	B & P Communication Concept Presentations 2-4	Articles 21-22 (Résumés)
7	Stress and humor in the workplace	Final Résumé and cover letter	Articles 1-4 (Interviews)
8	Dressing for success	B & P Communication Concept Presentation 5	Articles 5-8 (Interviews)
9	Relationships at work: Bosses and co-workers	B & P Communication Concept Presentations 6 & 7	Articles 9-12 (Interviews)
10	Networking	B & P Communication Concept Presentations 8 & 9	Articles 13-16 (Interviews)
11	Intergenerational communication	B & P Communication Concept Presentations 10 & 11	Articles 17-20 (Interviews)

12	Salary negotiations	B & P Communication Concept Presentation 12; “Can You Afford this Job?” Assignment	Articles 1-4 (Misc.)
13		Electronic portfolios; Behavioral Interview Reflection Assignment	Articles 5-8 (Misc.)
14	Electronic portfolio showcase		
15		Final Article Response Writing Assignment	