

**HUMAN COMMUNICATION STUDIES  
BUSINESS AND PROFESSIONAL COMMUNICATION  
HCOM 333  
TuTh 8:30 – 9:45 a.m.  
Fall 2022**

**Instructor:** Dr. S. Irene Matz  
Associate Professor

**Office Hours:**  
Tuesday/Thursday 7:30 – 8:30 a.m.  
Tuesday 3:00 – 4:00 p.m.  
Or by appointment

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**HCOM 333-02  
Schedule No. 13190  
College Park 122**

**Course**

**Required Text:** Quintanilla, K. M. & Wahl, S. T. (2020). *Business and Professional Communication (4<sup>th</sup> ed.)* Sage: Los Angeles.

**Course Description:**

Appropriate junior and senior level theoretical coursework. The course explores theories and concepts in organizational communication, focusing on ethics, leadership, conflict management, groups, speech delivery, and leadership with followership.

**Learning Goals & Assessments:**

- Explore ethical considerations for decision-making, group interaction and leadership roles
  - *Assessment*
    - You should be able to identify ethical behaviors and their effects on the corporation.
    - You should be able to compare these behaviors to current leaders and outcomes.
    - You should be able to recognize leadership styles and their implications.
- Study fundamentals of organizational communication
  - *Assessment*

- Identify and discuss communication channels and its relationship to effective communication.
  - Recognize group members' expectations, roles, and the value of each.
  - Distinguish skills and behaviors for facilitating conflict management.
- Learn interview expectations and standards
  - *Assessment*
    - Self-preparation for appropriate behaviors during interviews, such as employment, reviews, and disciplinary.
- Learn speech preparation and delivery
  - *Assessment*
    - Demonstrate speech construction, research and delivery.
    - Know how to analyze your audience and its importance.
    - Identify and construct speech purpose for both informative and persuasive speeches.
    - Know inductive and deductive reasoning and their implications for arguments.

### **Course Policies**

University regulations require that you are provided with a statement about plagiarism and other informational services in the course syllabus.

#### **Academic Dishonesty**

Academic dishonesty includes but is not limited to cheating on examinations or assignments, unauthorized collaboration, plagiarism, falsification/fabrication of university documents, any act designed to give unfair academic advantage to the student (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor), assisting or allowing any of these acts, or the attempt to commit such acts. (please see <http://www.fullerton.edu/senate/PDF/300/UPS300-021.pdf>.)

#### **Plagiarism**

Plagiarism is defined as the act of taking the specific substance of another and offering it as one's own without giving credit to the source. Sources must be cited accurately and appropriately. When sources are used, acknowledgment of the original author or source must be made following standard scholarly practice. Cases of plagiarism will constitute dismissal from the course with a failing grade.

#### **Differently abled**

Students with documented special needs are supported through the Disabled Student Service (DSS) office, UH 101, 657-278-3117 and as documented at [www.fullerton.edu/disabledservices/](http://www.fullerton.edu/disabledservices/). If you have a need, but have chosen not to register at the DSS office, please discuss with me so that I am aware and can make special accommodations for you. I cannot support you with

special needs if you do not make me aware of these. I promise confidentiality, support, and understanding. I am here to make your life easier, not more difficult; I hope to gain your trust.

### **Emergency**

<http://emergencypreparedness.fullerton.edu>. Make certain that the University has your updated and current contact numbers.

<http://fdc.fullerton.edu/teaching/syllabus.php>

- ◇ Academic Dishonesty Policy
- ◇ Emergency Preparedness
- ◇ Undergraduate Student Learning goals
- ◇ General Education: Programmatic Student Learning Goals & Outcomes
- ◇ Graduate Student Learning Goals
- ◇ Student Learning Outcomes by Degree Programs
- ◇ Library Support
- ◇ Final Exam Schedule

### **Flexibility**

Please allow for flexibility with our schedule due to class enrollment, class speakers, or other events that need a schedule adjustment. If assignment dates changed, it will always be to your advantage and give you more time not less. If there are changes, you always have the opportunity to hand the assignment in on the first deadline.

### **Assignments**

All assignments are accepted on or before the due date. Assignments should be “professional” quality and must be completed and handed in for a final grade. Please type all assignments and use APA citation style. This is an upper-division course and it is expected that you will hand in quality work that includes grammar, syntax, spelling, and appropriate APA citation.

I do not offer extra credit assignments. If you complete the course requirements with commitment, you will have given ample time for this course and learning opportunities and to allow more assignments make it more difficult for you.

If you need extra time or accommodations, please privately let me know. *I am here to help you succeed!*

APA guide: <https://owl.english.purdue.edu/owl/resource>

### **Academically challenging**

I want this course to challenge you academically and personally for your growth potential. Your personal video will help me know your goals for the class so that I can appreciate your potential, challenging opportunities, and commitment to the course.

### **Technical support**

Please contact the following link or 657-278-8888 for Canvas or technical support.

<https://canvashelp.fullerton.edu/m/Making> the Most of Canvas1/1274071-how-do-i-add-support-resources-for-students-to-my-course.


### ASSIGNMENT & ASSESSMENT

	Points
<b>Attendance &amp; Participation</b>	<b>30</b>
<b>Mid-term Assessment</b>	<b>100</b>
<b>Individual Paper</b>	<b>100</b>
<b>Chapter Responses, film &amp; Sadhu</b>	<b>20</b>
<b>Final Oral Presentation</b>	<b>50</b>
<b>Final Written Paper</b>	<b>100</b>
<b>Final Assessment</b>	<b>100</b>

### GRADING SYSTEM PLUS/MINUS GRADING Their Corresponding Grade Points

<b>A</b>	<b>500 - 465</b>
<b>A-</b>	<b>464 - 450</b>
<b>B+</b>	<b>449 - 440</b>
<b>B</b>	<b>439 - 415</b>
<b>B-</b>	<b>414 - 400</b>
<b>C+</b>	<b>399 - 390</b>
<b>C</b>	<b>389 - 365</b>
<b>C-</b>	<b>364 - 350</b>
<b>D+</b>	<b>349 - 340</b>
<b>D</b>	<b>339 - 315</b>
<b>D-</b>	<b>314 - 300</b>
<b>F</b>	<b>299 - below</b>

**ALL ASSIGNMENTS – PLEASE HAND IN A HARD-COPY OF THE REPORT.**

Week of:	SCHEDULE Tuesday/Thursday	
Date	ASSIGNMENT	CHAPTER
8/23-8/25	Introduction to course; Self-introductions  Toast	
	Business & Professional Excellence in the Workplace	Chapter 1
8/30-9/1	<b><i>Parable of the Sadhu</i></b> <b>(two page Parable discussion due )</b>	
9/6-9/8	Verbal & Nonverbal Communication	Chapter 2
9/13-9/15	Ethics; Listening	Chapter 3
9/20-9/22	Resumes, Interviews, and Negotiation	Chapter 4
9/27-9/29	<b><i>Individual Papers due &amp; Discussion</i></b>	
10/4-10/6	Getting to Know Your Diverse Workplace; Bias	Chapter 5
10/11-10/13	<b><i>Mid-term Assessment (Chapters 1, 2, 3, 4, 5)</i></b>	
10/18-10/20	Interpersonal Communication at Work	Chapter 6
10/25-10/27	<b><i>12 Angry Men film</i></b> & one page discussion	
11/1-11/3	Strengthening Teams and Conducting Meetings	Chapter 7
11/8-11/10	Leadership & Conflict Management	Chapter 10
11/15-11/17	Informing & Persuading; Speech Design; Delivery	Chapter 11,12, 13
11/22-11/24	<b><i>Semester Break</i></b>	
11/29-12/1	<b><i>Speeches (Reports and PowerPoint slides due)</i></b>	
12/6-12/8	<b><i>Speeches</i></b>	
12/15 9:00 a.m.	<b><i>Final Assessment (Chapters 6, 7, 11, 12, 13 &amp; 14)</i></b>	

## ASSIGNMENTS

### Individual Paper (100 points)

**Due date Tuesday, September 27, 2020 before class begins . HARD COPY PLEASE.**

Identify an ethical campus, national or global issue by interviewing at least five students, outside of our class; could be from another university (Zoom, Skype, phone, email). Choose one of the issues as your topic. You can also choose one of your ethical issues that you would like to research. Use our class readings, discussions and outside sources to develop a paper that identifies ethical standards, philosophies and perspectives that will assist you in your discussion of the issue and possible resolve or solutions. You do not need to resolve the issue, but discuss what may have led to the issue and possible resolutions.

Include a one to two sentences that identify the students (not by name) and their ethical concerns. You can also discuss why you chose the topic.

Use the following criteria for your paper:

- Use APA report style
- At least five (5) papers in length – double space; this does not include title page or reference page
- Title page
- Paper thesis
- Main points and subpoints with references
- Minimum of five sources
  - Primary sources (written by the source); only one website unless it includes a scholarly journal article; please cite journals, books, newspapers, class lecturers, text, or other scholarly sources.
- Conclusion
- Include a reference page
- Include the grading criteria for written assignments
  - Clarity
  - Conciseness
  - Completeness
  - Grammar and spelling

### **Case Studies (20 Points)**

Write a two page discussion that responds to the *case applications* or you can choose a topic from the chapter to discuss. Use theories and concepts included in the chapter to defend your discussion. **YOU CAN CHOOSE ANY NINE OF THESE CHAPTERS PLUS THE PARABLE OF THE SADHU FOR YOUR RESPONSES.**

Chapters 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14

Also, a paper (two-page or more) that responds to the Parable of the Sadhu.

Two points each for a total of 20 points)

### **Please hand in a hard copy~**

These are due at the beginning of class lecture and you will be called upon to discuss your findings.

The rationale for these assignments is to encourage reading the chapters before the class lectures and discussions.

## Oral Presentation & Written Report

### ORAL REPORT

#### **ONE PARAGRAPH ON CAREER AND INTERVIEWEE NAME** **DUE TUESDAY, OCTOBER 18, 2022**

**Objective:** Be more informed about your career.  
Experience a “day with the professional” or at least an interview.

**Part I**  
**Paper** Choose a profession in your particular area of interest, study, or one that you feel may be an optional consideration.

Write a formal report about the profession. You should include its history, current and up-dated information that shows the growth of the industry, number of professionals, salaries, criteria for entering the profession and other information.

Use APA style of report (reference lecture and website in Handbook).  
**Five to seven pages in length.** Basic criteria will earn a “C” – **including additional information such as charts, graphs, pictures and other visuals with statistical information will enhance your report and raise your grade.**

Your bibliography should have at least 10 sources.

Also, include your interview information in your report. How did you find the person; how much time did you spend with your interviewee; and your findings.

Interview a professional in this area. Request to “shadow” this person for one-half day to track responsibilities. If not possible, you will not be penalized. You will be given more credit if you choose someone whom you are not acquainted. Include this information in your report. You are responsible for discussing one of our class concepts or theories in your interview, then reporting your discussion.

You should use this opportunity to meet and network with people in your future career.

Please do not interview your present employer, people in your present employment, family members or friends.

### *Procedure*

1. ***Find someone who works in your area of interest.***
2. Contact the person and identify yourself as a Cal State Fullerton student doing a class assignment. ***Politely*** ask for an interview and the opportunity to share one-half day with him/her. Before your interview, please give me a note with the person's name, company and interview time and place.
3. Send the person a list of the questions you will ask during the interview. Please include these question in your report's appendix  
Get started immediately in finding your interviewee. Don't be discouraged if you have to contact several people before someone grants you an interview.

In the introduction, discuss how you contacted the person. More credit is given for challenging contacts.

Some questions may include:

1. What do you find most rewarding (challenging, frustrating (about your job)?
2. How did you qualify for your position?
3. How were you able to advance in your career?
4. What is a typical day (work week) like? How do you deal with conflict?
5. What are the requisite skills and areas of knowledge needed to be successful in your position? What leadership styles are used?
6. How do you deal with diversity issues? How do you develop teams/groups?
7. What course(s) do you wish you had taken (or done better in) while you were in school? What are the career opportunities?
8. Other questions that interest you.
9. You need to inquire about one area of our studies such as leadership, diversity, persuasion, groups, or other.

End your report with your comments and thoughts after doing the research and interview.

### *Report Format*

Use APA report style format. Research your profession using magazines, books, journals, newspapers, and other sources. Grading will include content, style, grammar, creativity, effort for pursuing the professional, and resources.

## **Part II**

### **INFORMATIVE ORAL PRESENTATION WITH POWERPOINT**

**Objectives:** Learn strategies for presenting an informative presentation.  
Learn to use PowerPoint for formal presentations.  
Become more skillful in oral presentations.



Extemporaneous presentation (8-10 minutes) with slides.

**Topic** You will present information about your career, the person you interviewed, career responsibilities, response to one of our class topics and your conclusions.

**Resources** Journal articles, books, magazines articles, newspapers, interviews and electronic sources. Only one website accepted unless it includes a scholarly journal. A minimum of 10 sources for the entire report.

PowerPoint printout of your presentation (three slides to a page) with a reference section.

**WRITTEN REPORT DUE & POWER POINT SLIDES: TUESDAY, NOVEMBER 29, 2022**

**Grading** Following criteria: organizational structure; delivery; content; research and support; outline; PowerPoint slides and creativity; introduction of colleague; and overall effort. Speeches due on appointed date.

Final Assignment (includes the weight below)

Written paper: 100 Points

Oral report: 50 Points

**HARD COPY PLEASE.**

**HCOM 333**  
**Career Report (example)**

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- I. Title page
  - a. Include title, your name, our class, CSUF
- II. Body of Report
  - a. Introduction
    - i. Brief introduction/overview of your career and interviewee
  - b. Headings
    - i. Career choice
      1. Description
      2. Historical background
      3. Key players in history
      4. Industry today
      5. Additional information about the industry
        - a. Statistical information
          - i. Growth of the industry
          - ii. Income
          - iii. other
    - ii. Interview
      1. Interviewee
        - a. How interested in career
        - b. Industry – employer or if self employed
          - i. Information about the company
        - c. Education or skills that prepared for the career
        - d. Responsibilities (daily)
        - e. Challenges
        - f. Introduce one of our class topics and how the person deals with it
          - i. Conflict management
          - ii. Interviewing
          - iii. Giving speeches
          - iv. Ethical dilemmas
          - v. Other
        - g. Typical day
    - iii. Conclusion
      1. Your final thoughts
      2. Implications of the career and interview
- c. Reference page
  - i. APA style

Don't forget to send a personal, hand written or typed thank you note to the person you interviewed. It doesn't have to be long; show your appreciation. It's the polite effort to take and it reflects your character. You may also want to send the person a copy of your report.

*If you know your career passion, great – let me help you nurture it. If you are undecided, let me help you find it. Your career should never be just a JOB, but a JOY.*

*Dr. Matz*