## HUMAN COMMUNICATION STUDIES

## BUSINESS AND PROFESSIONAL COMMUNICATION

## HCOM 333

## TR 10:00 – 11:15 a.m.

## Fall 2018

**Instructor**: Dr. S. Irene Matz **Office Hours**:

Associate Professor Tuesday 8:30 – 9:30 a.m.

Tuesday 2:30 – 3:30 p.m.

Thursday 2:30 – 3:30 p.m.

Or by appointment

**Office**: CP 420-11

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**Phone**: 657-278-4418 E-mail: [imatz@fullerton.edu](mailto:imatz@fullerton.edu)

Website: http://commfaculty.fullerton.edu/imatz

**Class Meeting Time & Place**

Tuesday/Thursday 10:00 – 11:15 a.m.

HCOM 333-01 Schedule No.20532 Room: CP 122

## Course

**Required Text:** Andrews, P.H. & Baird, J.E. (2005). *Communication for business and the professions* (8th ed.). Waveland Press: Long Grove, IL.

**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 & Outcomes:**

* Explore ethical considerations for decision-making, group interaction and leadership roles
  + Identify ethical behaviors
  + Critically analyze ethical behaviors
  + Relate ethical behaviors to current leaders
  + Name leadership styles and appropriate demonstration
* Study fundamentals of organizational communication
  + Identify and discuss communication channels
  + Understand the communication process in organizations
  + Recognize group members’ expectations and role
  + Distinguish skills and behaviors for facilitating conflict management
* Learn interview expectations and standards
  + Know appropriate behaviors for interviewing
    - Employment
* Learn speech preparation and delivery
  + Demonstrate speech construction, research and delivery
  + Know how to analyze your audience
  + Identify and construct speech purpose
    - Informative and persuasive
    - Know inductive and deductive reasoning

### Assignment & Assessment Percentage

**Attendance & Participation**

A = 0-2

B = 3-4 classes

C = 5 classes

D = 6 classes

Below = F

**Course Policies**

University regulations require that you are provided with a statement about plagiarismin thecourse syllabus.

**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.

**Integrity:** Academic honesty is a core value at Cal State Fullerton (please see http://www.fullerton.edu/senate/PDF/300/UPS300-021.pdf.) It is cheating if you develop your answers from sources other than those permitted by your professor or represent the work of others as your own. A few specific examples are:

* Using the notes of others
* Using the work of other students
* Handing in work that isn’t yours
* Taking a test for someone else
* Sharing your answers to examination questions or class assignments with others

**Attendance:** Part of your grade will depend on your attendance. Please reference the attendance scale for your letter grade that will be factored into your final grade. Good attendance and promptness are professional behaviors that reflect a responsible employee who is valued. If you must miss a class, please email or phone the professor prior to the class meeting. Please be on time for classes; tardiness interrupts the entire class – use this opportunity to develop habits that lead to your success. A “F” on attendance will automatically earn you a failing grade for the course unless you previously have contacted the professor. Participation is rated on respect for other students and your professor in addition to your active interest and comments during the course. Doing other work in our class; reading other materials; studying for exams; using your computer for other than taking notes are all examples of behaviors that are disruptive to other students and your professor. Please be respectful!

**Disability:** Students with documented special needs are supported through the

Disabled Student Service Office, UH 101, 657-278-3117 and as

documented at [www.fullerton.edu/disabledservices/](http://www.fullerton.edu/disabledservices/).

**Emergency:** <http://emergencypreparedness.fullerton.edu>. Make certain that the

University has your updated and current contact numbers.

**Electronics:** Please make certain that all cell phones and other technical equipment are turned off during class meetings. Laptops are for class notes only and need professor’s approval before using in class. Other use in class is not appropriate or tolerated.

**Class Expectations:** Please demonstrate respect for all students while they are speaking and profession while lecturing. No food in class; beverages are allowed.

**Flexibility:** Please allow for flexibility with our schedule due to class enrollment, class speakers, or other events.

**Assignments:** All assignments are accepted on or before the due date. **Assignments should be “professional” quality and must be typed, completed and handed in for a final grade. Please type all assignments. If assignment is late, it may be graded down depending on the communication before due date.**

**Extra Credit:** It is expected that students will do their best and hand in assignments respecting the deadlines. **No extra credit. You will have the opportunity to rewrite a “D” paper with penalty.**

**Grading:** Use this as a guide for your written assignments:

**CLARITY** – structural pattern clear, sentences and paragraphs well developed, transitions and report development.

**CONCISENESS –** strive for brevity, avoid redundancies, and include well-developed ideas.

**COMPLETENESS** – introduction, body, and conclusion with support and good development.

**GRAMMAR** – capitalization, punctuation, references, grammatical correctness, proofreading, professional appearance.

**GRADING SYSTEM**

**PLUS/MINUS GRADING**

**Definition of Grades and**

**Their Corresponding Grade**

**Points**

**A+ 4.0**

**A 4.0**

**A- 3.7**

**B+ 3.3**

**B 3.0**

**B- 2.7**

**C+ 2.3**

**C 2.0**

**C- 1.7**

**D+ 1.3**

**D 1.0**

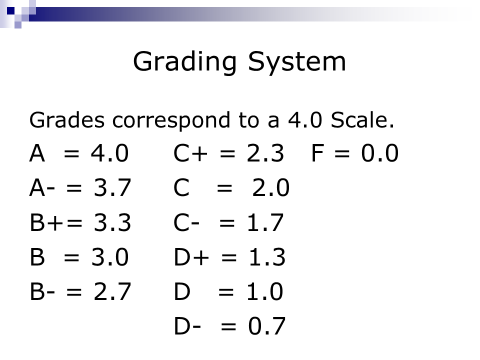
**D- .7**

**F Failing**

**ASSIGNMENT & ASSESSMENT PERCENTAGE**

**Grade**

|  |  |  |
| --- | --- | --- |
| **Attendance & Participation** | **5%** |  |
| **Mid-term Assessment** | **20%** |  |
| **Individual Paper** | **15%** |  |
| **Case Studies** | **10%** |  |
| **Final Oral Presentation** | **15%** |  |
| **Final Written Paper** | **15%** |  |
| **Final Assessment** | **20%** |  |
|  |  | |

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Overall score is based on the combined, weighted letter grades you receive on participation, assignments, exams. Here’s how it works with a hypothetical example:

Attendance B (3.0) X 5% = .15

Mid-term A- (3.7) X 20% = .74

Final Assessment C+ (2.3) X 20% = .46

Individual Paper C+ (2.3) X 15% = .345

Case Studies B (3.0) X 10% = .30

Final Report:

Written A (4.0) X 15% = .60

Oral B (3.0) X 15% = .45

Semester Grade = 3.04 or a B

|  |  |  |
| --- | --- | --- |
|  | **SCHEDULE**  **Tuesday/Thursday** |  |
| **Date** | **ASSIGNMENT** | **CHAPTER** |
| 8/28 | Introduction to course; Self-introductions |  |
| 8/30 | Ethical Foundations of Organizational Communication  ***Parable of the Sadhu*** (one page discussion) | Chapter 1 |
| 9/4 | Discussion continued |  |
| 9/6 | Fundamentals of Organizational Communication | Chapter 2 |
| 9/11 | Discussion continued |  |
| 9/13 | Organizational Culture, Leadership and Followership  ***Christopher Reeve video clip*** | Chapter 3 |
| 9/18 | Discussion continued |  |
| 9/20 | Discussion continued |  |
| 9/25 | ***INDIVIDUAL PAPERS DUE & DISCUSSION*** |  |
| 9/27 | Discussion continued |  |
| 10/2 | Preparing and Supporting your Speech | Chapter 13 |
| 10/4 | Organizing and Delivering your Public Speech | Chapter 14, 15 |
| 10/9 | Discussion continued |  |
| 10/11 | Employment Interviewing | Chapters 8 & 9 |
| 10/16 | ***MIDTERM ASSESSMENT (Chapters 1,2,3, 13, 14, 15)*** |  |
| 10/18 | Conflict Management | Chapter 7 |
| 10/23 | ***12 Angry Men film*** & one page discussion |  |
| 10/25 | Group Functions/Decision Making  ***ONE PARAGRAPH ON INTERVIEWEE & CAREER DUE***  ***Challenger Case discussion/clips*** | Chapter 10 & 11 |
| 10/30 | Leading Groups | Chapter 12 |
| 11/1 | ***Building a Tower activity*** |  |
| 11/6 | Building and Sustaining Relationships | Chapter 6 |
| 11/8 | Discussion continued |  |
| 11/13 | Verbal Messages | Chapter 4 |
| 11/15 | Discussion continued |  |
| 11/20 | ***FALL SEMESTER RECESS*** |  |
| 11/22 | ***FALL SEMESTER RECESS*** |  |
| 11/27 | Nonverbal Messages | Chapter 5 |
| 11/29 | Discussion continued |  |
| 12/4 | ***SPEECHES – WRITTEN REPORT DUE; POWERPOINT SLIDES (3 TO A PAGE)*** |  |
| 12/6 | ***SPEECHES*** |  |
| 12/11 | ***SPEECHES*** |  |
| 12/13 | ***SPEECHES*** |  |
| 12/18 | ***FINAL ASSESSMENT (Chapters 4,5,6,7,8,9,10,11,12)***  ***9:30 – 11:20 a.m.*** |  |

**ASSIGNMENTS**

**Individual Paper (15%)**

Identify an ethical campus issue by interviewing at least five students, outside of our class. 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 few 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
* 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 or other scholarly sources.
* Include a reference page
* Include the grading criteria for written assignments
  + Clarity
  + Conciseness
  + Completeness
  + Grammar and spelling

**Case Studies (10%)**

Write a one page discussion to responds to the ***case applications*** at the end of our chapters or you can choose a topic from the chapter to discuss. Use theories and concepts included in the chapter to defend your discussion.

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

Chapters 8 & 9 (instead of discussion, construct interview challenges and appropriate questions for interviews

You may choose any of the chapter case applications or interview challenges above for a total of **eight (8) for the semester**. These are to be handed in each week. No more than one per week. Last week for accepting these discussions is April 19, 2018. These are due at the beginning of class 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 (30%)**

**ORAL Report**

**three parts**

**ONE PARAGRAPH ON CAREER AND INTERVIEWEE NAME**

**objective: Be more informed about your career.**

**Experience a “day with the professional”**

###### **Part I** **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.

**Part II** Interview a professional in this area**.** Request to “shadow” this person for one-half day to track responsibilities. 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.**

1. 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.
2. 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 III**

**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. You may want to survey your classmates on the topic, their attitudes and knowledge about your topic. You could accomplish this by using a questionnaire that you may administer before one of our classes. Please make arrangements with me at least one class in advance. This should be referenced in your presentation as an additional source. Please give me a copy of your questionnaire for review before you administer it.

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

**WRITTEN REPORT DUE & POWER POINT SLIDES: DECEMBER 4, 2018**

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 30% (includes the weight below)

Written paper 15%

Oral report 15%

**HCOM 333**

**Matz**

**Career Report (example)**

1. Title page
   1. Include title, your name, our class, CSUF
2. Body of Report
   1. Introduction
      1. Brief introduction/overview of your career and interviewee
   2. Headings
      1. Career choice
         1. Description
         2. Historical background
         3. Key players in history
         4. Industry today
         5. Additional information about the industry
            1. Statistical information

Growth of the industry

Income

other

* + 1. Interview
       1. Interviewee
          1. How interested in career
          2. Industry – employer or if self employed

Information about the company

* + - * 1. Education or skills that prepared for the career
        2. Responsibilities (daily)
        3. Challenges
        4. Introduce one of our class topics and how the person deals with it

Conflict management

Interviewing

Giving speeches

Ethical dilemmas

Other

* + - * 1. Typical day
    1. Conclusion
       1. Your final thoughts
       2. Implications of the career and interview
  1. Reference page
     1. APA style
     2. Must reference researched information about the career – Part I

Note: 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.

***PLEASE TEAM UP WITH ANOTHER STUDENT AND LEARN HOW TO INTRODUCE***

***You are responsible for introducing one of your classmates before his or her presentation. We will discuss this format in class. This introduction should include his/her name, background, topic, and other appropriate information. This should be approximately 15 to 30 seconds.***

***You are responsible for attending and introducing your student. This gives you the opportunity to learn how to introduce future colleagues.***

*Let’s make this the best class ever! In addition to office hours and class time, I am available to*

*support and assist you! We will learn from each other; and I value and respect you. Looking*

*forward to making this a great semester – together, we can do it!*

*I Matz*