

DEREE COLLEGE SYLLABUS FOR:
EN 3742 PROFESSIONAL COMMUNICATION – LEVEL 5
 (Previously EN 3942 Professional Communication)
 (Updated Fall 2020)

3/0/3
UK CREDITS: 15

PREREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing & Ethics WP 1212 Academic Writing & Research And completion four Level 4 courses in the major						
CATALOG DESCRIPTION:	A study of communication modes in professional contexts with focus on the development of communication expertise needed within businesses as well as technical and academic communities.						
RATIONALE:	The course is intended to help students improve their writing, oral, and interpersonal communication skills so as to succeed in their prospective professional environments. It examines various aspects of professional communication and focuses on oral as well as written communication. Additionally, it deals with interpersonal communication during group situations ranging from committee meetings and project teams to interviewing and everyday professional interaction.						
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: 1. Exhibit awareness of the value of professional etiquette. 2. Evaluate the effectiveness of various forms of professional oral communication. 3. Evaluate the effectiveness of various forms of professional written communication. 4. Communicate ideas successfully through the spoken word following English discourse conventions. 5. Communicate ideas successfully in writing following English discourse conventions. 6. Adapt message content to a particular audience and medium of communication in a professional context. 7. Work effectively with others in small groups or teams. 8. Demonstrate ethical communication practices.						
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> Lectures, video presentations, class discussions, pair and group activities. Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material. Use of a Blackboard site, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources. 						
ASSESSMENT:	Assessment methods give students the opportunity to display professional writing and presentation skills, as well as interpersonal communication skills. Summative: <table border="1"> <tr> <td>Individual Work: Business Communication Problem</td><td>35%</td></tr> <tr> <td>Individual Work: Professional Presentation</td><td>35%</td></tr> <tr> <td>Team Work: Analytical Report 2600-3000 words</td><td>30%</td></tr> </table>	Individual Work: Business Communication Problem	35%	Individual Work: Professional Presentation	35%	Team Work: Analytical Report 2600-3000 words	30%
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	<p>Formative:</p> <table border="1"> <tr> <td>Formative work</td><td>0%</td></tr> </table> <p>The formative in-class coursework and homework aim to prepare students for successful completion of the summative coursework.</p> <p>The Professional Presentation Skills test Learning Outcomes 2, 4, 6, and 7.</p> <p>The Professional Writing Skills test Learning Outcomes 1, 3, 5, 6, 7, and 8.</p>	Formative work	0%
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INDICATIVE READING:	<p>REQUIRED READING: Guffey, M. E. & Lowey, D. <i>Essentials of Business Communication</i>. Latest E-book Edition. MA: Cengage Learning.</p> <p>RECOMMENDED READING: Readings to supplement the basic material covered in the text-book.</p> <ul style="list-style-type: none"> • Clappitt, P. G. (2013). <i>Communicating for Managerial Effectiveness</i> (5th ed.). London: Sage Publications. • Kuiper, S. (2013). <i>Contemporary Business Report Writing</i>. (5th ed.). OH: South-Western, Cengage Learning • Hamilton, C. (2014). <i>Communicating for Results: A Guide for Business and the Professions</i>. (10th ed.). MA: Wadsworth, Cengage Learning. • Wilson, K. & Wauson, J. (2010). <i>The AMA Handbook of Business Writing</i>. American Management Association. E-book. (ACG Library). 		
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<p>REQUIRED MATERIAL: MindTap</p> <p>RECOMMENDED MATERIAL: <i>Journal of Business Communication</i> <i>Business Communication</i> <i>Quarterly Harvard Business Review</i></p>		
COMMUNICATION REQUIREMENTS:	All presentations using proper English (oral and written)		
SOFTWARE REQUIREMENTS:	Word, PowerPoint, Excel		
WWW RESOURCES:	<p>Overcoming Speech Anxiety. https://vpge.stanford.edu/resources/overcoming-speech-anxiety</p> <p>A Research Guide for Students: Chapter 3, Presentation Tips for Public Speaking http://www.aresearchguide.com/3tips.html</p> <p>Study Guides and Strategies: Public Speaking http://www.studygs.net/speaking.htm Effective Business Communication http://www.1000ventures.com/business_guide/crosscuttings/biz_communication_main.html</p> <p>The Purdue Online Writing Lab http://owl.english.purdue.edu/</p>		

INDICATIVE CONTENT:

1. The fundamentals of professional etiquette
 - 1.1 Communicating at work
 - 1.2 Communicating in small groups and teams
 - 1.3 Workplace listening and non-verbal communication
 - 1.4 Communicating across cultures
2. Communication through writing
 - 2.1 Analyze, anticipate, adapt
 - 2.2 Research, organize, compose
 - 2.3 Revise, proofread, evaluate
3. Business correspondence
 - 3.1 E-mail messages and memos
 - 3.2 Business letters
4. Reports and proposals
 - 4.1 Preparing to write business reports
 - 4.2 Organizing and writing business reports
 - 4.3 Proposals and formal reports
5. Presentations
 - 5.1 Purpose of speech and target audience
 - 5.2 Supporting ideas with credible evidence
 - 5.3 Developing visual support
 - 5.4 Rehearsing one's speech
 - 5.5 Pronunciation: accent and articulation
 - 5.6 Paralinguistic variables: rate, volume, intonation
6. Nonverbal communication
 - 6.1 Nonverbal categories
 - 6.2 The nonverbal process
 - 6.3 Reading and misreading verbal cues
 - 6.4 Functions of nonverbal communication
 - 6.5 Body movement
 - 6.6 Eye contact
7. Intercultural communication
 - 7.1 Business and culture
 - 7.2 Cross-cultural communication skills
8. Communication ethics
 - 8.1 Defining business ethics
 - 8.2 Making moral judgments
 - 8.3 Applying ethical standards to management communication