DEREE COLLEGE SYLLABUS FOR: 3/0/3

EN 3742 PROFESSIONAL COMMUNICATION– LEVEL 5 UK CREDITS: 15
(Previously EN 3942)
(Updated Spring 2019)

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:

- 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.

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<th>In-class coursework + homework –formative</th>
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<th>Exercises + Drafts of assignments listed below</th>
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<tr>
<td>Individual Work – (Writing Skills) Summative</td>
<td>35 %</td>
<td>Business Communication Problem Will solve a business communication problem by choosing, defending and producing the appropriate communication tool (memo or business letter)</td>
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<td>Individual Work – (Presentation Skills) Summative</td>
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<td>Individual Professional Presentation</td>
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<td>Team Work- summative</td>
<td>30 %</td>
<td>Analytical Group Report of 2600-3000 words Including:</td>
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<td>- Executive summary</td>
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<td>- Appendices (questionnaire, graphs, persuasive request, interviews, team minutes, Turnitin Report, print-out of sources or CD-ROM)</td>
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RECOMMENDED MATERIAL:  
Journal of Business Communication  
Business Communication Quarterly  
Harvard Business Review

WWW RESOURCES:  
Overcoming Speech Anxiety.  
A Research Guide for Students: Chapter 3, Presentation Tips for Public Speaking  
http://www.aresearchguide.com/3tips.html  
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  
The Purdue Online Writing Lab  
http://owl.english.purdue.edu/

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