DEREE COLLEGE SYLLABUS FOR: HC 2300 Professional Communication	
(Previously SP 2300 Presentation Skills) (Updated: Fall 2021)	**US CR: 3/0/3**

PREREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics WP 1212 Academic Writing and Research
CATALOG DESCRIPTION:	Communication in professional and organizational settings, online and offline; oral and written etiquette; structure, content, and formatting; informative and persuasive documents and presentations; verbal and non-verbal communication.
RATIONALE:	The course offers a fundamental understanding of effective, audience-centered, professional communication, combining knowledge with practical and transferable skills that will allow students to perform better in different organizational settings. Throughout this course students learn the scope and importance of etiquette in oral and written professional communication for different audiences and purposes. They apply written language as well as verbal, non-verbal and visual communication to deliver informative and persuasive messages in online and offline environments.
LEARNING OUTCOMES:	1. Demonstrate understanding of the different types and purposes of professional communication etiquette. 2. Develop a variety of professional written texts for different purposes and audiences. 3. Develop and deliver informative and persuasive presentations. 4. Demonstrate understanding of how the online environment affects oral and written professional communication.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: • Interactive Learning (class discussions, case study analyses, content analyses) • 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 LMS, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.
ASSESSMENT:	

Participation in activities	10%
Portfolio of four different business texts (informative and persuasive letters and emails), each counting 10% of the final grade; a total of 1000-1200 words.	40%
Two individual presentations (one informative and one persuasive; one online and one in class) each counting 15% of the final grade. Approximate duration: 5 -7 minutes	30%
Group persuasive presentation of approximately 12-15 minutes.	20%

Participation in activities may cover items relevant to all the LOs.
The first assessment examines LOs 1, 2 & 4
The second assessment examines LOs 1, 3 & 4
The final assessment examines LOs 1 & 3

The final grade for this module will be determined by averaging all summative (major) assessment grades, based on the predetermined

	weights for each assessment. If the average grade is 40 or above, students pass the module. Students do not resit assessments in non-validated modules.
INDICATIVE READING:	**REQUIRED READING:** Guffey, M.E., & Loewy, D. (Latest Edition), *Essentials of Business Communication*. Cengage Learning. **RECOMMENDED READING:** • Quintanilla, K.M. & Dahl, (Latest Edition) *Business and Professional Communication: KEYS for Workplace Excellence*. Sage. • Conrad, D. & Newberry, R. (2011) 24 Business Communication Skills: Attitudes of Human Resource Managers versus Business Educators, *American Communication Journal* 13(1), 4-23. Available at: http://ac-journal.org/journal/pubs/2011/spring/ConradNewberry.pdf
INDICATIVE MATERIAL: *(e.g. audiovisual, digital material, etc.)*	• Ashman, M. (2020). Introduction to Professional Communications. Publicly available online under a Creative Coomons Attribution: https://pressbooks.bccampus.ca/professionalcomms/
COMMUNICATION REQUIREMENTS:	Blackboard and an active ACG email account. High standards of oral and written English
SOFTWARE REQUIREMENTS:	Microsoft Word, PowerPoint, other presentation software tools.

WWW RESOURCES:	• Communication skills in English:
	https://matterhornlanguages.com/fun-facts-english/communication-skills/
	• Resources for professional writing
	  o https://business.appstate.edu/students/writing-communication-resources
	  o https://www.mindtools.com/page8.html
	  o https://open.lib.umn.edu/businesscommunication/
	• Overcoming Speech Anxiety – tips for public speaking:
	https://stanford.app.box.com/s/bpkogchah1vslg58c6x2
	• The Official TED Talk Play List:
	https://www.ted.com/playlists/324/the_official_ted_talk_guide_pl
	• Building a Student Profile on LinkedIn:
	https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/content-marketing/2017/17-steps-to-a-better-LinkedIn-profile-in-2017
	• On plagiarism:
	  o https://style.mla.org/plagiarism-and-academic-dishonesty/
	  o https://writingcenter.gmu.edu/guides/plagiarism
	  o https://researchguides.ben.edu/c.php?g=261751&p=1748701
	  o https://lumen.instructure.com/courses/218897/pages/linkedtext54132?module_item_id=5006952
	  o https://courses.lumenlearning.com/paris-publicspeaking/chapter/chapter-7-citing-sources-and-avoiding-plagiarism/
	  o http://theaccidentalcommunicator.com/create/7653

INDICATIVE CONTENT:	Introductory section • Course content, materials, assessments • Communication in professional settings - Purposes, challenges, hard & soft skills • Choosing the appropriate medium

	• Written communication – introduction • Examples of different documents, focusing on structure and format (memos, CVs, minutes, reports, proposals, etc.) • Professional communication via email or other online collaboration tools Informative writing (letters and emails, portfolio material) • Good news • Bad news • Consider the audience Persuasive writing & speaking • Monroe's sequence • Effective persuasion techniques • Consider the audience The 3x3 method on a letter, an email, a memo • How to apply • Start & end appropriately • Examples & practice Business etiquette In written communication: • Formal, semi-formal, informal communication • Consider the audience & the professional setting • Scope, purpose, examples In the workplace: • Professionalism & Etiquette • Online and offline presence at work: meetings and e-collaboration Presentations • Different purposes, scopes, professional settings • Different types of audiences • Informative & persuasive presentations – alignment with the previous material Public speaking • Impromptu or after preparation • Fear & anxiety • Individual styles • Etiquette Presentations as rich media • Verbal & non- verbal skills • Visual aids & handouts Teamwork – the basics • Advantages & disadvantages • Good practices