

THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
DEPARTMENT OF COMMUNICATION, Chairperson: Dr. Pete Kellett

CST 341 – BUSINESS AND PROFESSIONAL COMMUNICATION

Instructor: Sarah Wilde

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Office Hours: by appointment.

Course Objectives

In the Department of Communication *we research, teach, and practice communication to cultivate the ethical voices of people that speak in critical, constructive, and transformative ways to identities, relationships, and communities.*

This course is designed to introduce you to communication contexts, skills, and methods of assessment that are commonly used in business and professional settings. The aim is to provide you with information designed to stimulate self-improvement in the areas of formal presentational speaking, interviewing, and group/teamwork. Your work will be constructively evaluated to enhance growth.

Upon completion of the course, you should be able to:

1. Develop poise and confidence in business communication situations
2. Apply group and interpersonal principles and skills in small group settings for satisfying, productive teamwork
3. Effectively communicate informative and persuasive messages in oral communication settings
4. Apply course materials to personal experiences for self growth as a competent communicator
5. Understand the impact of effective communication in improving workplace relationships

Speaking Intensive Course

UNCG students are required to take two speaking-intensive courses. All sections of CST 341 are approved for speaking-intensive credit. The purpose of a speaking-intensive course is to help you “speak clearly, coherently, and effectively as well as to adapt modes of communication to your audience.”

Because a speaking-intensive course focuses on learning content through active engagement in oral communication, the class will be interactive. You will be encouraged to share ideas, argue viewpoints, and engage in meaningful discussion. Individual improvement is a key component in the course. You will learn to analyze and evaluate your skills and set goals for improvement. You will receive constructive feedback from your instructor and peers.

Speaking Center – 256-1346 (speakingcenter.uncg.edu)

The **consultation service** of the Speaking Center is located in the New Humanities and Arts Building (MHRA 3211, across the street from the Mossman building) and the center's **free evening workshops** will take place in the basement of the **Mclver Building (room 21)**. The center serves to help its clients become more confident and competent communicators. It is staffed with undergraduate students who have been trained to assist with public speaking, interpersonal communication, and group communication. Please call ahead to schedule appointments. For this class, visits to the center are encouraged, and at times mandatory. **You will be required to have two consultations at the center, be videotaped, watch your video with a consultant, and type up a self-critique of your presentation. These two appointments (one individually and one with your group) must take place at least two days before each of your in-class presentation days. No excuses will be tolerated.**

Textbook and Materials

- * Hamilton, C. (2005) *Communicating for Results: A Guide for Business and the Professions* (8th ed.) Belmont, CA: Thomson Wadsworth.
- * Videotape for self-critiques (VHS-C tapes, VHS tapes, or DVD-R discs)
- * Index cards for presentation notes
- * Access to Blackboard (<https://blackboard.uncg.edu/webapps/login>) for detailed info on assignments, evaluation forms, and class notes

Grade Breakdown:

This course combines theory and performance. Evaluation consists of both oral and written components:

• Individual Informative Presentation	15%
• Group Persuasive Presentation	15%
• Mock Job Interview	15%
• Resume/Application Letter/Thank You	20%
• Midterm	10%
• Final Exam Paper	15%
• Participation	10%

TOTAL

100%

Grade Scale:

<u>Letter</u>	<u>Percentage</u>		
A+	97-100%	C	73-76%
A	93-96%	C-	70-72%
A-	90-92%	D+	67-69%
B+	87-89%	D	63-66%
B	83-86%	D-	60-62%
B-	80-82%		
C+	77-79%		

Attendance Policy

This course is participation-intensive, which requires regular attendance. There are no scheduled days for make-up exams or speeches. **If you are absent on days on which you are assigned to speak or to take an exam, you will receive a zero for that assignment.**

The attendance policy takes care of emergencies. Do not ask to be excused! **Absences without penalty are to be used for sickness and emergencies. I do not distinguish between “Excused (doctor’s note)” and “Unexcused absences.”**

You may miss a total of **2 absences** not coinciding with an exam or assigned speech without a penalty. Beginning with the **third** absence, **two points** will be subtracted from your overall final grade for the course for each absence. If you miss **five** classes, you will be dropped from the course with an F.

Students practicing non-participatory behaviors such as sleeping, reading the paper, or doing work off task will be regarded as absent as well. Save your absences for illness/emergencies or doctor’s appointments.

Assignments

As with the nature of any course, there will be both written and oral assignments. You should take seriously the responsibility of completing work on time. (See Guideline #8 for more information). **All written assignments must be handed in at the beginning of class, not at the end, and emailed assignments will not be accepted. If you have to miss a day that an assignment (other than a speech) is due, email the assignment to me and bring a hard copy with you the following class period to avoid receiving any point penalties. Point deductions will result if assignments or paperwork are received late.**

You should also properly cite sources in your research. Plagiarism will not be tolerated. If there are any questions about properly citing sources please ask.

Participation

This course is participation-intensive. Here are some guidelines:

- 1 – Be in class on time and stay the entire class.
- 2 - Communicate your support for classmates by being in class and attentive when they are giving speeches and during in-class activities.
- 3 - Be prepared with speeches/assignments on due dates.
- 4 - Be prepared and willing to participate in class by having the reading/other assignments completed before class.
- 5 - Respect and listen to others - practice ethical communication.
- 6 – Be in class in both mind and body; don’t come to class expecting to be a sponge wishing to sit at a desk and listen to a lecture.

Procedure for speech presentations

All presentations will be accompanied by a some sort of paperwork. This paperwork will be counted as part of the speech grade and is due the day of each speech/presentation. Look at the Blackboard documents for assignment details. **Look business professional on your assigned speech day. When in doubt about your attire, dressier is better.**

Due to the topics covered in this class, the **Career Services** website may be useful csc.dept.uncg.edu/students/ Career Services is **located in #1 of the EUC**

Honor Code

You are expected to know and to abide by the UNCG Honor Code guidelines. A copy of the university's policy on academic integrity and the UNCG honor code can be found at <http://academicintegrity.uncg.edu/>

GUIDELINES FOR CLASS

1. Wait outside of the classroom until the current speaker has finished his/her speech.
2. If a baseball cap must be worn by a speaker, the speaker needs to turn the cap around so the audience can see the eyes of the speaker. No sunglasses can be worn in class.
3. Do not call upon the instructor for assistance in preparing your speech the day of or before the speech is to be performed. Poor planning on your part is your own problem.
4. If you are not present the day you are to give an oral presentation, you are not guaranteed a chance to give your presentation at a later date.
5. Problems with your computer/printer do not excuse you from meeting the requirements of any assignment.
6. Do not communicate to your fellow audience members while a speaker is performing.
7. Be prepared to do your speech on your assigned day (regardless of snow days or any unforeseen school closings). If school is cancelled on your assigned day, you will be rescheduled. If school is not cancelled on your assigned day, you are still scheduled to speak on that day.
8. All late work (including that which is not handed in at the beginning of class) will be docked 10 points for each day it is late. (No work, including extra credit, can be handed in after the final regular class meeting).
9. Grades will not be discussed during class, over the phone, or via email. Plan to schedule an appointment with me in my office to discuss grades.
10. A 24-hour "cool off" period must pass before an assignment grade will be discussed.
11. All handed in work must be stapled or paper clipped. Failure to do so will result in point penalties.
12. Pagers beeping during class will not be tolerated nor the use of an Ipod, Blue Tooth, or inappropriate use of a laptop computer (to do things other than class work).
13. Cell phone interruptions will not be permitted in class. **All phones must be off during class.**
14. All assignments are to be typed, proofread, and in adherence to basic rules of grammar and composition. Assignments that are not typed will not be evaluated (Automatic Zero).
15. Given the nature of the class, some class activities (if missed) cannot be made up resulting in point losses.
16. Disrespectful communication will not be tolerated.

17. No work can be handed in for credit 48 hours after the final exam period.
18. **Tips for success:** Follow directions, make deadlines, and ask for clarity where needed.

Extra Credit: (up to 3 points)

Attend sessions/workshops/lectures, etc. at UNCG and type a one page essay describing what was learned at the session and how it relates to a concept studied in class. The last day of class is the last day that essays can be handed in for credit. A maximum of 3 points will be allotted, and only one point can be earned at a particular session. The points will be added to the overall course grade for the semester. Extra consultation appointments at the center, not including the two mandatory ones, can earn you extra credit as well.