|  |
| --- |
|  |
| **Course Information** |

|  |  |  |
| --- | --- | --- |
| COMM 3590 Business & Professional Communication | | |
| Semester: | Fall 2021 | | |
| Class Mode: | Hybrid | | |
| Meeting Time:  (Beijing Time) | **Week 1-Week 10**  **Online**  Wednesday 8.30-9.45am | **Week 11-15**  **In-class, Face-to-face**  Wednesday & Friday 8.30-9.45am | |
| Course Location: | **Week 1-Week 10**  Blackboard (Online) | **Week 11-15**  GEH C402 | |
| Instructor: | Noew Hooi San | | |
| Office location: | TBD | | |
| Office hours: | Tuesday& Thursday 10.00AM-11.30AM  Wednesday & Friday 2.30PM-3.30PM | | |
| Kean Email: | hnoew@kean.edu | | |

**COURSE DESCRIPTION:**

Introducing the principles, practice and importance to oral presentations in a professional business setting. Understand how to analyze and evaluate messages in a professional context. Application of presenting informative, persuasive and research reports.

**LEARNING OBJECTIVES (CSLO):**

At the completion of the course students will demonstrate the ability to:

|  |  |
| --- | --- |
| CSLO1 | Define professional excellence in business and professional communication |
| CSLO2 | Identify business and professional communication contexts |
| CSLO3 | Analyze audience and context |
| CSLO4 | Create effective informative, persuasive, and sales presentations in a professional setting |
| CSLO5 | Develop abilities in making presentations as a member of a team |
| CSLO6 | Create and implement effective visual aids |
| CSLO7 | Interview and negotiate effectively |

**PRE-REQUISITES:**

COMM 1402 Communication as Critical Citizenship

**REQUIRED TEXT:**

DiSanza, J. R., & Legge, N. J. (2017). *Business and Professional Communication: Plans, Processes, and Performance.* Sixth Edition. Boston, MA: Pearson.

**CLASS ORGANISATION:**

This is a **HYBRID** course that combines 10 weeks of ONLINE learning and 5 weeks of PHYSICAL classes. This course will utilize a variety of different educational methods including lecture, discussion, activities, and presentations.

The success of this course depends on your participation. Please participate actively during classes to create an engaging learning environment for all.

**COURSE POLICIES AND PROCEDURES**

**SafeAssign:**

SafeAssign is a leading plagiarism-checking tool. You are required to use the SafeAssign tool in Bb to submit all written assignments. Keep your Similarity Report **<20%**. When you submit an assignment, SafeAssign will generate a report for you: use the SafeAssign report to avoid potential plagiarism. You can submit and resubmit your assignments in SafeAssign **3 times** until the deadline. Plagiarism, intentional or unintentional, earns an F on the assignment. You cannot redo a plagiarized assignment.

**Late Submission:**

Late assignments will not be graded. Ample time is given to you to complete your assignments which will be due at the end of the day (23:59 local time). Your professor reserves the right to change assignment deadlines but will notify you in advance of revising dates.

**Using the American Psychological Association (APA) Style Guide:**

Use *Cite It Right* by Fox, Johns and Keller (2007) to cite your work. See this link in Kean’s Library <https://bit.ly/3ifDikA> .(Log in using your Kean username and password).

**Attendance (Physical Class)**:

1. You are required to be in class on time every time the class meets.
2. Your attendance will affect your grade. If you do not attend ≥ 3 classes, you will receive a failing grade. All absences should be indicated in writing in advance and should be supported with evidence if it is due to an Extenuating Circumstance (EC).
3. An EC involves any illness or personal crisis (a contagious sickness, hospitalization, a death in the family, etc.) that prevents you from attending class. An “extenuating circumstance” must be documented, for instance by a supervising physician, for the absence to NOT affect your participation points.

**FINAL GRADING**

The final grade will be rounded off to the nearest unit. For example, 89.5% will be rounded off to 90%; 89.4% will be rounded off to 89%. When the final assessment has been submitted and marked, a final grade will be assigned. The professor may use their discretion for individual students whose overall grade is within 1% point of a higher grade classification. The professor may take attendance and participation into consideration when making this decision. Grades are final and are not negotiable.

**GRADE CLASSIFICATION**

|  |  |  |
| --- | --- | --- |
| GRADE | POINT TOTAL | PERCENTAGE |
| A | 93% > | 93% + |
| A- | 90.00 - 92.99 | 90.00% - 92.99% |
| B+ | 86.00 - 89.99 | 86.00% - 89.99% |
| B | 83.00 - 85.99 | 83.00% - 85.99% |
| B- | 80.00 - 82.99 | 80.00% - 82.99% |
| C+ | 76.00 - 79.99 | 76.00% - 79.99% |
| C | 70.00 -75.99 | 70.00% - 75.99% |
| D | 60.00 - 69.99 | 60.00% - 69.99% |
| F | <59.99 | <59.99% |

**ASSESSMENTS, WEIGHTING AND DUE DATES**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **Assignment** | **CSLO** | **Point Value** | **Due Date** |
|  | **Discussion Questions x 10** | 1-4 | 150 | Every week throughout **ONLINE** classes |
|  | **Weekly assignments x 8** | 1-4 | 300 |
|  | **Statement of Purpose** | 1,2,3,7 | 80 | 08 October 2021 |
|  | **Elevator Pitch** | 2,3,4 | 100 | 12 November 2021 |
|  | **Interview** | 3,4,7 | 120 | Week 11 & 12 |
|  | **Sales Presentation** | 3,4,5,6,7 | 250 | Week 14 & 15 |
|  | **TOTAL** |  | **1000** |  |

**Unit Topics and Learning Activities**

|  |  |
| --- | --- |
| **Week 1- Unit 1: What is professional behavior?** | |
| Date: | 0901 [ONLINE] |
| Lecture: | Academic Integrity, Plagiarism and the Workplace |
| Readings: | *University Academic Integrity Policy* [http://www.kean.edu/admin/uploads/pdf/AcademicIntegrityPolicy.pdf](http://www.google.com/url?q=http%3A%2F%2Fwww.kean.edu%2Fadmin%2Fuploads%2Fpdf%2FAcademicIntegrityPolicy.pdf&sa=D&sntz=1&usg=AFrqEzfVP8hfIHHWUZ1-gHHUWPjKTRKaDQ)  Read pp. 4-10 and Appendix pp. 15-23. |
| Resources: | Plagiarism (CSLO 1)Video: Grammar Bytes, Plagiarism <https://www.youtube.com/watch?v=tUSaQ5-mDRI> |
| Discussions: | Plagiarism (15 points) |
| Assignment: | Professional Presentation (30 points) |
| **Week 2- Unit 2: Self-Discovery** | |
| Date: | 0908 [ONLINE] |
| Lecture: | Why Do We Need to Understand Our Self? |
| Readings: | Süssbauer, N**.** (2018, February). On the importance of self-knowledge (Blog).University of Groningen Career Services. https:/medium.com/@CareerServices/on-the-importance-of-self-knowledge-ea6e85465669 |
| Resources: | TED Talk. Laura Berman Fortgang. Find your dream job without ever looking at your resume. <https://www.youtube.com/watch?v=wfNX1cHk-fE> |
| Discussions: | What makes you happy? (15 points) |
| Assignment: | Knowing Yourself (30 points) |
| **Week 3- Unit 3: The Basics of Communication** | |
| Date: | 0915 [ONLINE] |
| Lecture: | The Role of Communication in Business and the Professions |
| Readings: | Chapter 1, The Role of Communication in Business and the Professions |
| Resources: | PPT The Role of Communication in Business and the Professions |
| Discussions: | Communication at workplace (15 points) |
| Assignment: | Leader-member Communication (30 points) |
| **Week 4- Unit 7 Listening** | |
| Date: | 0922 [ONLINE] |
| Lecture: | Improving our Listening Skills |
| Readings: | Chapter 2: Listening |
| Resources: | PPT, Chapter 2 Listening |
| Discussions: | Listening vs. Hearing (15 points) |
| Assignments: | Active Listening Scenarios (30 Points) |
| **Week 5- Unit 12: Applying to Grad Schools** | |
| Date: | 0929[ONLINE] |
| Lecture: | Applying to Grad Schools |
| Resources: | PPT, 10 Easy Steps in Applying to Graduate Schools |

|  |  |
| --- | --- |
| Discussions: | Why Grad Schools? (15 points) |

|  |  |
| --- | --- |
| Assignments: | **08 October 2021- Statement of Purpose (80pts)** |

|  |  |
| --- | --- |
| **Week 6 - Unit 8: Adjusting to your Audience** | |
| Date: | 1013[ONLINE] |
| Lecture: | How to Analyze your Audience |
| Readings: | Chapter 6 The Audience |
| Resources: | PPT, The Audience |
| Discussions: | Audience Analysis (15 points) |
| Assignments: | Audience Persona (50 Points) |

|  |  |  |
| --- | --- | --- |
| **Week 7- Unit 4: Analyzing the Job Ad & Researching a Company** | | |
| Date: | 1020 [ONLINE] | |
| Lecture: | Analyzing the Job Ad & Researching a Company | |
| Readings: | Chapter 5, Professional Interviews, pp. 49-51 | |
| Resources: | PPT Unit 4 Job Ads & Company Research | |
| Discussions: | Job advertisement (15 points) | |
| Assignments: | Researching a Company (30 Points) | |
| **Week 8- Unit 5: Writing Effective Resumes** | | |
| Date: | 1027 [ONLINE] | |
| Lecture: | Writing Effective Resumes | |
| Readings: | Chapter 5, Professional Interviews, pp. 46-50 | |
| Resources: | PPT Resumes | |
| Discussions: | Formatting (15 points) | |
| Assignments: | My Resume (50 Points) | |
| **Week 9- Unit 6: Writing Effective Cover Letters** | | |
| Date: | 1103 [ONLINE] | |
| Lecture: | Writing an Effective Cover Letter | |
| Readings: | Chapter 5, pp. 52-55 The Cover Letter | |
| Resources: | PPT Cover Letter | |
| Discussions: | Excellence in a Cover Letter (15 points) | |
| Assignments: | My Cover Letter (50 Points) | |
| **Week 10- Unit 9: The Job Interview** | | |
| Date: | 1110 [ONLINE] | |
| Lecture: | How to Prepare for a Job Interview | |
| Readings: | Chapter 5, pp. 55-61 | |
| Resources: | Chapter 5: The Job Interview | |
| Discussions: | Job Interview Challenges (15 points) | |
| Assignments: | **12 November 2021 Elevator Pitch (100 pts)** | |
| **Week 11- Unit 10: Job Interviews Practice** | | |
| Lecture: | How to Practice for your Job Interview | |
| Readings: | Chapter 5, pp. 55-62. | |
| Resources: | Job Interview Skeleton Questions | |
| Dates: | 1117 (Wed)- PHYSICAL | Lecture |
|  | 1119 (Fri)- PHYSICAL | **Interview Role Play (120pts)** |
| **Week 12- Unit 11: The Job Interview Performances** | | |

|  |  |  |
| --- | --- | --- |
| Dates: | 1124 (Wed)- PHYSICAL | Interview Role Play |
|  | 1126 (Fri)- PHYSICAL | Interview Role Play |
| **Week 13- Unit 13: How to Prepare Proposal Presentations**  **Unit 15: How to Prepare Sales Presentations** | | |
| Lecture: | Proposal Presentations | |
| Readings: | Chapter 10: Proposal Presentations  Chapter 11: How to Prepare Sales Presentation | |
| Resources: | Reflective Thinking Sequence PPT, Chapter 10 Proposals | |
| Dates: | 1201 (Wed)- PHYSICAL | Lecture |
|  | 1203 (Fri)- PHYSICAL | Lecture |
| **Week 14- Unit 14: Watching Proposal Presentations** | | |
| Dates: | 1208 (Wed)- PHYSICAL | Proposal discussion+ Rehearsal |
|  | 1210 (Fri)- PHYSICAL | **Pitch Presentation (250pts)** |
| **Week 15- Sales Presentation** | | |
| Dates: | 1215 (Wed)- PHYSICAL | Pitch Presentation |
|  | 1217 (Fri)- PHYSICAL | Pitch Presentation |

\*The instructor reserves the right to amend, add or remove assignments as needed as well as change the schedule and due dates.

**ASSESSMENTS**

**1. Discussion Questions (10 questions) [TOTAL: 150 points]**

* CSLO: 1-4
* Each week, students will be presented 1 or 2 discussion questions
* Students are required to respond to each with quality responses
* These assignments/exercises/quizzes will vary for each chapter.

**2. Weekly Assignments (8 questions) [TOTAL: 300 points]**

* CSLO: 1-4
* Each week, students will be required to submit 1 assignment
* These assignments will vary for each chapter.

**3. Elevator Pitch [Total: 100 points]**

* CSLO: 2,3,4
* Produce a 60-second Elevator Pitch which highlights your skills and training.

1. **Statement of Purpose [TOTAL: 80 points]**

* CSLO: 1,2,3,7
* This assignment requires you to develop the important skill of writing a Statement of Purpose. This skill will be useful if you decide to pursue graduate studies.

1. **Interview [TOTAL: 120 points]**

* CSLO: 3,4,7
* The primary purpose of this role-play is to provide you with a realistic employment interview. You will take part in two in-class interviews. In one you will play the role of the interviewee (position candidate) and in the other you will play the role of the interviewer (hiring manager).
* Professional Business Attire is required for this assessment and points will be awarded for attire.

1. **Pitch/ Proposal [TOTAL: 250 points]**

* CSLO: 3,4,5,6,7
* Work in groups of 4
* Work with your team to produce a persuasive Pitch or Proposal.
* At the end of semester, you will be required to present the proposal. Produce an effective visual aid to accompany your presentation.
* Further information regarding this assignment as well as all necessary supplementary materials will be uploaded to Blackboard for your review by Week 5.

\*The instructor reserves the right to add or remove assignments as needed as well as change the schedule and due dates.

**Course Policies and Procedures:**

**Good Listening Skills**:

Whether your teacher is speaking or one of your classmates is speaking, it is respectful to demonstrate good listening skills. Therefore, you will lose participation points if you do any of the following during class:

1. Use your laptop for work unrelated to the course

2. Use your mobile phone

3. Do homework, study or read during class

4. Talk to other students or other disruptive behavior

5. Leave or enter the room during a speech

6. Work on your presentation during the speech of another student

**Blackboard:**

Use Blackboard (Bb) to view information about the syllabus and calendar, participate in online discussions, and submit all your written assignments. Assignments submitted outside of Bb will not be graded. You should check the Bb page for important announcements and updates at least twice per week. Your instructor will demonstrate how to use Bb. Avoid printing documents from BB as they may be updated. Message your instructor for clarification if what is written in Bb is different to what was discussed in class.

**Technical Requirements**

1. In order for your Blackboard course to function correctly, you will need to disable pop-ups on your Internet browser.
2. Make sure you have Microsoft Office installed on your computer. You may be eligible for a free MS Office Software Student Edition. You are required to create an account and provide a valid Kean University ID to obtain access to the software applications. To start the application process, go to the [Office 365 Education website](https://www.microsoft.com/en-us/education/products/office).
3. Download the latest versions of the following:
   * Adobe Acrobat Reader
   * Adobe Flash Player
   * Java JRE

**SafeAssign:**

SafeAssign is a leading plagiarism-checking tool. You are required to use the SafeAssign tool in Bb to submit all written assignments. Keep your Similarity Report under 20%. Make sure you keep the same file name when you are submitting your assignments. When you submit an assignment, SafeAssign will generate a report for you: use the SafeAssign report to avoid potential plagiarism. You can submit and resubmit your assignments in SafeAssign three times until the deadline. Plagiarism, intentional or unintentional, earns an F on the assignment. You cannot redo a plagiarized assignment.

**Late Submission:**

Late assignments will not be graded. Ample time is given to you to complete your assignments which will be due at the end of the day (23:59 local time). See the Course Calendar in Bb for deadlines. Your professor reserves the right to change assignment deadlines but will notify you in advance of revising dates.

**Written Assignments:**

Speech Outlines - Double spaced; Justified; 1” margins; 12 pt. Times New Roman font. Use standard English. Conduct spelling and grammar checks before submitting your assignments. Grammar

**Using the American Psychological Association (APA) Style Guide:**

Use *Cite It Right* by Fox, Johns and Keller (2007) to cite your work. See this link in Kean’s Library <https://bit.ly/2NJLNKj> .(Log in using your Kean username and password).

**University Policies and Procedures:**

Student Code of Conduct

The *Student Code of Conduct* discusses expectations of appropriate conduct in the classroom <http://www.wku.edu.cn/en/org/student-affairs/code-of-conduct/>

Academic Integrity and Plagiarism

Academic integrity is expected of all students of Wenzhou-Kean University. Plagiarism, cheating, and other forms of academic dishonesty will result in a grade of "F" on the assignment. A more serious infraction may result in an “F” in the course or possible suspension or expulsion from the University. Instances of plagiarism are reported to the Vice Provost for Academic Affairs and kept in a database to track repeat offenses. You are responsible to review and understand the University’s Academic Integrity Policy (available at the Center for Academic Success or at <http://www.kean.edu/admin/uploads/pdf/AcademicIntegrityPolicy.pdf> )

Plagiarism is the act of using another writer's material or ideas without giving proper credit, whether the other writer/speaker is a standard authority or a friend at college. Plagiarism, whether intentional or not, is a serious academic offence. Examples of plagiarism or academic dishonesty include:

* 1. using published work without referencing
  2. submitting another person's work as your own
  3. using unacknowledged material published on the web
  4. collaborating with any other person on individual assignments
  5. copying coursework essays submitted by yourself or others
  6. cheating in an examination
  7. taking another person's computer file/program
  8. purchasing model assignments

Copying: If you submit work that is identical or too similar to that of another student to be coincidental, you and the other student will be penalized. You must use in-text citations as well as well as a References list.

**Class Recordings (Live Sessions/Collaborate)**

In this class software may be used to record live class discussions. As a student in this class, your participation in live class discussions will be recorded. These recordings will be made available only to students enrolled in the class, to assist those who cannot attend the live session or to serve as a resource for those who would like to review content that was presented. All recordings will become unavailable to students in the class when the course is closed. Students are not permitted to record (or download) the course experience.  If a recording of the course is required for accommodation purposes students must make those arrangements with the Office of Accessibility Services.  Students found to have recorded (or downloaded) course experiences without authorization are subject to review by the Office of Student Conduct and Community Standards.

**Privacy Statement**

Assuring privacy among faculty and students engaged in online instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online classes may be used solely for internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered.

**Important Information**

All students and faculty should familiarize themselves with the **Cougar Restart Guide** which includes important virtual resources for students by Kean University via the following link:

<https://www.kean.edu/coronavirus-information/resources-current-prospective-students>

Students are responsible to review and understand the *University Academic Integrity Policy* available via the following link: <https://www.kean.edu/academic-integrity>

Students are welcome to contact English Language Center (ELC) via [elc@wku.edu.cn](mailto:elc@wku.edu.cn) for inquiries and questions about receiving assistance with English.

Online 1-1 Peer Tutoring Service is available. Students can log in MY WKU account > Choose Resource Booking >Book Course Tutoring / preferred tutor. Students shall book services 24 hours in advance and cannot exceed 4 hours per month. Course list with tutors’ availability will be sent to all students by email. In addition, Course Group Tutoring Service is available to support students who enroll in historically more challenging courses. Detailed information will be sent to students by email during the semester. Students are welcome to contact Student Academic Support Service Center via email at [sassc@wku.edu.cn](mailto:sassc@wku.edu.cn) or via QQ 2564392014 for more information.

All students must have a valid Kean email account. For those who do not already have one, please contact the Office of the Registrar via phone 577-55870166 or by email [registrar@wku.edu.cn](mailto:registrar@wku.edu.cn). If you forgot your password or have a problem of logging in your email account or Blackboard, please contact the Office of Computer and Information Service (OCIS) via [ithelpdesk@wku.edu.cn](mailto:ithelpdesk@wku.edu.cn).

**Disabilities Statement** **& Non-Discrimination Statement:**

Wenzhou-Kean University is an affirmative action, equal opportunity institution. Students with documented disabilities who may need special instructional accommodations or who may need special arrangements in the event of an evacuation should notify the instructor as soon as possible, no later than the second week of the term. Students may contact Ms. Lin TENG at the Office of the Vice Chancellor for Student Affairs, General Education Bldg., A219, Email: [vcsa@wku.edu.cn](mailto:vcsa@wku.edu.cn).

**Title IX**

Title IX of the Education Amendments of 1972 (Title IX) prohibit discrimination on the basis of sex in education programs or activities. Sexual harassment in any form will not be tolerated at Kean University. Sexual harassment by students should be reported to the Office of Affirmative Action Programs, Office of the Vice President for Student Affairs or the Office of Community Standards and Student Conduct immediately. Information about the University’s Sexual Misconduct Policy may be found at the following: <https://www.kean.edu/offices/policies/sexual-misconduct-policy>. Student may contact Dr. Shuli XU (shulix@wku.edu.cn), the Title IX contact person at WKU.

**Important Dates:**

Please consult the Academic Calendar at: <http://www.wku.edu.cn/en/academics/academic-calendar/>

**Academic Early Alerts:**

Information will be provided to students by the instructor via Kean-Wise. Please see the 2021-2022 Undergraduate Catalog for more information.

**Last Day to Withdraw from Courses with “W” Grade:**

November 1st, 2021