COM175 Business Communication

Reading Assignments

Updated 30 August 2017

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| **WEEK** |  | **COURSE SCHEDULE** | **PREPARE FOR MONDAY**  (Quizzes due Sunday nights) | **PREPARE FOR FRIDAY**  (Quizzes due Thursday nights) |
| **1.**  **11-15 Sept** | **WEEK ONE**  **THEME - PERSONAL STRENGTHS** Introductions Interpersonal Communication   * How does interpersonal communication work? | **THEME - PERSONAL STRENGTHS** Introductions Interpersonal Communication   * How does interpersonal communication work? |  | **Chapter One:** ‘Public Speaking and You: Building Confidence’  (PDF can be found in MyCourses: Modules:  Week 1) |
| **2.**  **18-22 Sept** | **WEEK TWO**  **THEME - PERSONAL STRENGTHS** Personal Branding  Brand Creation  Social Media Value Proposition   * How to make your business attractive to consumers and investors. | **THEME - PERSONAL STRENGTHS** Personal Branding  Brand Creation  Social Media Value Proposition   * How to make your business attractive to consumers and investors. | **Chapter 2:** ‘Give your first speech’ | **Chapter 3:** ‘Ethics and public speaking in the global world’ |
| **3.**  **25-29 Sept** | **WEEK THREE**  **THEME - PUBLIC SPEAKING** Audience Tone  Individualpresentation skills activities and analysis   * Can you hear me in the back of the room? What do I do with my hands while giving a presentation? Where should I look while giving a presentation? (HINT: Not at the PowerPoint!) | **THEME - PUBLIC SPEAKING** Audience Tone  Individualpresentation skills activities and analysis   * Can you hear me in the back of the room? What do I do with my hands while giving a presentation? Where should I look while giving a presentation? (HINT: Not at the PowerPoint!) | **Chapter 4:** ‘Listening Critically’  **Chapter 5:** ‘Analyzing and Adapting to the Audience’ | **Chapter 14:** ‘Styles of delivery’  **Chapter 15:** ‘The speakers voice’ |
| **4.**  **2-6**  **Oct** | **WEEK FOUR**  **THEME - PUBLIC SPEAKING: Persuasion** Persuasive Verbal Techniques  Persuasive Non-Verbal Techniques | **THEME - PUBLIC SPEAKING: Persuasion** Persuasive Verbal Techniques  Persuasive Non-Verbal Techniques | **Chapter 6:** ‘Selecting your topic’  **Chapter 8**: Integrating support’ | **Chapter 19:** ‘Prepare to persuade’  **Chapter 20:** ‘Methods of persuasion’ |
| **5.**  **9-13 Oct** | **WEEK FIVE**  **THEME - VISUAL PRESENTATION: Creating Visuals** Infographics Dense Content Visuals  Logos, Icons Data Sets   * When creating a PowerPoint presentation, what should and should not be included? * What are the challenges and opportunities of presenting with technology? (HINT: Be over prepared) | **THEME - VISUAL PRESENTATION: Creating Visuals** Infographics Dense Content Visuals  Logos, Icons Data Sets   * When creating a PowerPoint presentation, what should and should not be included? * What are the challenges and opportunities of presenting with technology? (HINT: Be over prepared) | **Chapter 16:** ’Physical Aspects of Delivery’  **Chapter 17:** ‘Using presentation aids’ | **Chapter 11:** ‘Introducing your speech’  **Chapter 12:** ‘Outlining your speech’ |
| **6.**  **16-20 Oct** | **WEEK SIX**  **THEME - PRESENTATION: Storytelling** Structure and Organization   * “I kind of know what I want to say…now what?” * How do I keep the audience’s attention from start to finish?   Social, Casual, & Formal Settings Authenticity  NUG Challenge Groups (second half of term) will be announced | **THEME - PRESENTATION: Storytelling** Structure and Organization   * “I kind of know what I want to say…now what?” * How do I keep the audience’s attention from start to finish?   Social, Casual, & Formal Settings Authenticity  NUG Challenge Groups (second half of term) will be announced | **Chapter 9:** ‘Organizing your speech’  **Chapter 10:** ‘Outlining your speech’ | **Chapter 13:** ‘Wording the speech’  **Chapter 18: ‘**Speak to inform’ |
| **7.**  **23-27 Oct** | **WEEK SEVEN**  **MID-TERM TED Talk Presentations** | **MID-TERM TED Talk Presentations** | **MID-TERM TED Talk Presentations** | **MID-TERM TED Talk Presentations** |
| **8.**  **30 Oct – 3 Nov** | **WEEK EIGHT: Launch NUG Challenge**  **MONDAY:**  **MIDTERM TED Talk Presentations**  **THEME –TEAM DYNAMICS AND ORGANIZATION** Launch NUG Challenge  Myers Briggs  DISC personality profiling | **MONDAY:**  MIDTERM TED Talk Presentations (possible overflow from Week 7)  **THEME –TEAM DYNAMICS AND ORGANIZATION** Launch NUG Challenge  Myers Briggs  DISC personality profiling | **MID-TERM TED Talk Presentations** | **Chapter 21:** ‘Planning and presenting in groups’ |
| **9.**  **6-10 Nov** | **WEEK NINE**  **THEME - PROJECT MANAGEMENT** Effective meetings/Team analysis  Giving and Receiving Feedback   * How can you learn and grow through the acceptance of constructive criticism? | **THEME - PROJECT MANAGEMENT** Effective meetings/Team analysis  Giving and Receiving Feedback   * How can you learn and grow through the acceptance of constructive criticism? | **Chapter 23:** ‘Business and professional speaking’ | **Chapter 24:** ‘Leadership and storytelling’ |
| **10.**  **13-17 Nov** | **WEEK TEN**  **THEME – PROJECT MANAGEMENT**  Team dysfunction and problem-solving strategies   * How can you utilize mediation in group conflict?   Project Management Basics | **THEME – PROJECT MANAGEMENT**  Team dysfunction and problem-solving strategies   * How can you utilize mediation in group conflict?   Project Management Basics |  | **NO CLASS 17 NOVEMBER**  \*Make-up class TBA  **Chapter 7:** ‘Finding and Evaluating Research’ |
| **11.**  **20-24 Nov** | **WEEK ELEVEN**  **READING WEEK (NO CLASSES)** | **READING WEEK (NO CLASSES)** |  |  |
| **12.**  **27 Nov – 1 Dec** | **WEEK TWELVE**  **THEME – STORYTELLING, GROUP PRESENTING** Stories of brands  Group Presentation Strategies  How do you prepare to present as a group? | **THEME – STORYTELLING, GROUP PRESENTING** Stories of brands  Group Presentation Strategies  How do you prepare to present as a group? |  | **Chapter 27:** ‘Answering Questions’ |
| **13.**  **4–8 Dec** | **WEEK THIRTEEN**  **NUG COMPETITION PRESENTATIONS SCHEDULED** | **NUG COMPETITION PRESENTATIONS SCHEDULED** | **NUG Group Presentations** | **NUG Group Presentations** |
| **14.**  **11-15 Dec** | **WEEK FOURTEEN**  **NUG COMPETITION PRESENTATIONS SCHEDULED** | **NUG COMPETITION PRESENTATIONS SCHEDULED** | **NUG Group Presentations** | **NUG Group Presentations** |
| **15.**  **18-22 Dec** | **EXAM WEEK**  **NUG Challenge Essay submitted on MyCourses (No formal exam)** |  |  |  |