

Online Bachelor Completion Program Syllabus Information

Class ID and Quarter/Year: PRCM 325J Business Communication Fall 2009

Professor: Dr. Stephen Flaherty
Office Location: 206 Cutler Hall
Office Phone: 740-593-0321

Prerequisites: TIER I ENG & (JR OR SR)

Learning Objectives:

The primary objective of this course is to explore communication as a process that affects individual performance as well as intra-organizational and inter-organizational operation. Upon successful completion of this course, students should be able to:

- Analyze a communication problem and determine the appropriate response (medium and message)
 - Explore contemporary communication problems and issues that affect organizations, i.e., ethics in communication and intercultural communication
 - Express themselves clearly, confidently, and professionally
 - Produce concise documents that convey a clear purpose (thesis) with supporting arguments and evidence
 - Proofread and edit to ensure professional quality documents that are "mailable"
 - Evaluate personal delivery techniques and develop a plan for improvement
 - Use technology to research problems, produce communication products, and deliver presentations
 - Develop strategies for conducting routine and difficult communications--such as one-on-one conversations, meetings, and media relations--through role-playing activities
 - Maintain a professional demeanor
-

General Course Requirements:

1. Executive Summary of a Chapter in Difficult Conversations (5 %)
2. Reading Responses to Articles on Professional Communication (30 %)
3. Creative Problem Solving Project Planning Document (5 %)
4. Creative Problem Final Deliverable (10 %)
5. Training Module Planning Document (5 %)
6. Training Module Final Deliverable (10 %)
7. Grammar Review Exercises (10 %)
8. Course Contract (5 %)
9. Class Participation (discussion board, study group, timely assignment submission) (20 %)

Total 100%

Required and Optional Materials:

Text(s)

Title: Prentice Hall Reference Guide for Professional Writing (Book Alone)
Author: Muriel G. Harris, Professor Emerita, Purdue University

ISBN-10: 0131789155
ISBN-13: 9780131789159
Publisher: Prentice Hall
Copyright: 2007

Format: Paper; 640 pp
Published: 12/30/2006

Title: Difficult Conversations
Author: Stone
Publisher: Penquin
Edition: 1999
ISBN#: 9780140288520

Additional or Optional Materials

Assigned articles provided in the course website:

- Alsop-"Playing Well with Others"
- Ballard--"Six Ways to Grab and Audience"
- Winfrey--"How to Talk to a Crowd"
- Dyer—"Pretend Agreement"
- --- "The Micromanager"
- Cunningham & Greene--"Email: Before You Hit Send"
- Williams & Miller--"Change the Way You Persuade"
- Xavier--"Clear Communications and Feedback Can Improve Manager and Employee Effectiveness"
- Manzoni--"A Better Way to Deliver Bad News"
- Perlow and Williams--"Is Silence Killing Your Company?"
- O'Rourke--"Communication Ethics"

Exam Requirements:

Number of exams: None

Proctoring requirements: None

Special examination requirements: None