

**Business and Professional Communication  
COMM 2016  
Spring 2014 Syllabus  
CIMBA Italy  
8:25-10:15 TTR First Half of Semester  
MWF: TBA  
Matthew Cohen, Ph.D.  
matthew-a-cohen@uiowa.edu**

**Course Description:** This course is designed to introduce you to key issues, theories, and skills related to communication in business and professional settings. The course focuses on interviewing techniques, public speaking, and running a press conference and presenting a proposal.

**Course Goals:** Upon completing the course, students will be able to gain basic competencies and skills in organizational communication processes, interviewing, structure, and question construction. Students will also become familiar with at least two types of interviews, and knowledgeable about interviewer and candidate roles so they can prepare for interviews effectively. Students will have ample opportunities to participate in simulated interviews, to gain experience and confidence in group presentations, to develop a language of assessment centered on interview performance, and prepare for a lifetime as successful communicators in professional settings.

**Required Texts:** Communication For Business and the Professions, 8<sup>th</sup> edition, by Andrews and Baird

General Class Expectations

- Please be on time every day
- Read and respond to all assignments
- Homework: You will receive assignments that require you to work outside of class. Plan on three or four hours per week outside of class for readings or assignments. These need to be completed before class on the day they are due.
- No credit earned for late assignments.
- Communicate with instructor directly with any concerns or questions and reply to all emails sent to you from him.

**Grading System and the Use of +/-**

---

Plus/Minus grading will be used in this course.

### Grading Scale

93-100 = A	73-76 = C
90-92 = A-	70-72 = C-
87-89 = B+	67-69 = D+
83-86 = B	63-66 = D
80-82 = B-	60-62 = D-
77-79 = C+	0-59 = F

### **Written Assignments and Presentations**

A=outstanding work that is carefully thought through and prepared critically and reflectively

B=above average work, but appears to have been completed in a somewhat rushed manner

C=average work with little to no critical or reflective thought

D=below average

F=assignment is poorly executed and lacks the required quality for an upper level class

### **Assignments and Percentages of Final Grade**

Two Response Papers (15%):

At two times during the semester, you will be expected to write a 2-page paper about intercultural communication. I'll post more information about this on ICON.

Presentations (15%):

At various points during the semester, you will perform a 10 minute presentation over topics we are cover from the textbook and from ICON readings. More details about this will be posted to ICON soon.

Midterm: (20%)

Final Exam (20%)

Participation: (30%): 1) attendance, 2) active class engagement (based on preparation which includes the assigned readings and bringing answers to questions posed to class from the readings, constructing thesis statements, or providing a summary of the readings, 3) short presentation from both two-page response papers.

Course grades will be approximately distributed according to the recommended guidelines:

Grade Distribution Chart

	A	B	C	D	F	Average
<b>Elementary courses</b>	15%	34%	40%	8%	3%	2.50
<b>Intermediate courses</b>	18%	36%	39%	5%	2%	2.63
<b>Advanced courses</b>	22%	38%	36%	3%	1%	2.77

The College recommends grade distributions according to the level of the course:

- An **elementary course** is broad and introductory; open to first-year students; lacking prerequisites; often numbered from 1000-1999.
- An **intermediate course** generally is not open to first-year students and requires prerequisite(s) or assumes prior knowledge; often numbered from 1999-2999.
- An **advanced course** ordinarily is for students earning a major, minor, or certificate in the area; requires assumed prior knowledge or prerequisites; and focuses on a particular topic or specific area of knowledge within a discipline; often numbered over 3000.

### **Course Policies**

**Course attendance:** Attendance is required for this course and all CIMBA sanctioned activities. Any unexcused absences will have the following consequences:  
 a. 1st absence will result in a loss of a 1/3 of a letter grade in that class  
 b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class  
 c. 3rd (cumulative) absence will result in a dismissal from the program  
 Absences due to illness require a note from the CIMBA Undergraduate Office Staff and/or the Istituti Filippin medical staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

**Participation:** The class is discussion based rather than lecture-centered. Your active and engaged participation is critical to your learning and overall success of the course. By participating, whether it's through the questions you ask, or the observations you

make, we all will benefit and ultimately grow as life long learners. By participating, I can also observe whether you are staying up to date with assignments and applying the skills we are covering to the topics under consideration. I will assign participation grades like this: **A and B** grades are reserved for those who speak regularly, offer insightful comments, and raise questions. A **C** grade means that you successfully attend class and speak once in a while. I will often ask all of you to write and bring to class answers to questions from the reading, a thesis statement, or a summary of the readings for the day. During class discussions, I may call on you to share what you have written.

**Email:** I'll always attempt to respond to your e-mail within 24 hours.

### **Format for Written Work**

All written assignments should be typed in Times New Roman, 12pt. font, double-spaced with 1-inch margins on the bottom and top, and no more than 1.25 inch margins on the sides. Save extra copies of all your work on a computer disk, as a paper copy, or both. Submit your work to ICON dropbox. Adopt and successfully incorporate a citation style of your choice (APA, MLA, Chicago, etc.). All citations and the reference page should be consistent with a citation format.

Late work will only be accepted in the case of a university excused absence. With an excused absence, your late work is due at the start of the next class period. If you know you will be absent when the assignment is due, you will need to make arrangements with me to submit your assignment before the due date. Unexcused late work is generally unacceptable. Each day that is late will bring a reduction of one letter grade.

### **The College of Liberal Arts and Sciences Policies and Procedures**

#### **Administrative Home**

The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS [Student Academic Handbook](#).

#### **Electronic Communication**

University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences. (*Operations Manual*, [III.15.2](#). Scroll down to k.11.)

#### **Accommodations for Disabilities**

A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See [www.uiowa.edu/~sds/](http://www.uiowa.edu/~sds/) for more information.

#### **Academic Honesty**

The College of Liberal Arts and Sciences expects all students to do their own work, as

stated in the [CLAS Code of Academic Honesty](#). Instructors fail any assignment that shows evidence of plagiarism or other forms of cheating, also reporting the student's name to the College. A student reported to the College for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

### **CLAS Final Examination Policies**

Final exams may be offered only during finals week. No exams of any kind are allowed during the last week of classes. Students should not ask their instructor to reschedule a final exam since the College does not permit rescheduling of a final exam once the semester has begun. Questions should be addressed to the Associate Dean for Undergraduate Programs and Curriculum.

### **Making a Suggestion or a Complaint**

Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO. Complaints must be made within six months of the incident. See the CLAS [Student Academic Handbook](#).

### **Understanding Sexual Harassment**

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI [Comprehensive Guide on Sexual Harassment](#) for assistance, definitions, and the full University policy.

### **Reacting Safely to Severe Weather**

In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over.

These CLAS policy and procedural statements have been summarized from the web pages of the [College of Liberal Arts and Sciences](#) and The University of Iowa [Operations Manual](#).

### **Tentative Class Schedule**

The finalized course schedule will be distributed the first or second day we meet as a class, at which point CIMBA will have finalized all course schedules (A & B bands) and other program- and course-related activities; Here is a brief overview of what we will cover:

1<sup>st</sup> Meeting: Syllabus, expectations

2<sup>nd</sup> Meeting: Chapter 2, Org Com Day

3<sup>rd</sup> Meeting, Listening, sending and receiving verbal and nonverbal message, Chapters 4 and 5

4<sup>th</sup> Meeting: Interviewing, Chapter 8

5<sup>th</sup> Meeting, Interviewing continued

6<sup>th</sup> Meeting: Skill Building Interviews

7<sup>th</sup> Meeting: Persuasive Speaking: Future reading assignments will be posted on final syllabus

8<sup>th</sup> Meeting: Individual and Group Persuasive Presentations

9<sup>th</sup> Meeting: Writing Resumes and Cover letters: **Take home midterm exam instructions distributed**

10<sup>th</sup> Meeting: Employment Interviewing, **resume and cover letter draft due**

11<sup>th</sup> Meeting: Take home midterms due by 12:00 p.m.

12<sup>th</sup> meeting: Career Recruitment Speeches

13<sup>th</sup> Meeting: Field Trip

14<sup>th</sup> Meeting: Employment interviewing practice

15<sup>th</sup> Meeting: Employment Interviews

16<sup>th</sup> Meeting: Public Relations/Press Release Day

17<sup>th</sup> Meeting: Pulling together your presentation

18<sup>th</sup> Meeting: Press Conference/Proposal Presentations

19<sup>th</sup> Meeting: **Take home final exam instructions distributed**

20<sup>th</sup> Meeting: Guest Speaker

21<sup>st</sup> Meeting: Wrap up

22<sup>nd</sup> Meeting **Take Home Final Exams Due by 12 p.m.**

