

# TOHONO O'ODHAM COMMUNITY COLLEGE



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## Syllabus: **SPE 120 – Business and Professional Communication**

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### Course Information

Course Prefix/Number: SPE 120

Semester: Fall/2017

Class Days/Times: **Wednesday 5:30-7:45,**

Credit Hours: 3

Course Title: Business and Professional Communications

Room: Central Campus- Room 303

### Instructor Information:

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### Course Description:

Study and training in organizational communication within a multicultural/global environment. Includes communication in a multicultural/global business environment, interpersonal communication skills in a culturally diverse workforce; researching, organizing, and delivering informative, instructional, and persuasive presentations; interviewing techniques, group process in business, and listening techniques.

### Course Objectives:

Students will learn about general business communication topics and will be able to apply knowledge and skills that relate to business communication upon completion of course. Demonstration of knowledge will be made by completing the following assignments.

- 1.) Weekly assignments will be given and are due within a week, and be due the following week.
- 2.) Course final will be given during week 14, it will consist of a take-home exam. It will be due the final week of class.

# TOHONO O'ODHAM COMMUNITY COLLEGE

## Student Learning Outcomes (SLOs) : (Three to Six)

### Upon successful completion of the course, the student will be able to:

1. Identify basic theoretical principles of organizational communication in a multicultural/global environment.
2. Analyze communication and conflict management situations and problems peculiar to multicultural business organizations.
3. Demonstrate principles and techniques of Instructional, Informative and Persuasive speaking in business.
4. Identify and demonstrate principles and techniques of interviewing.
5. Apply basic skills in organizing, leading, and participating in business meetings, problem-solving and decision-making groups.
6. Identify barriers to effective listening and prescribe methods to improve listening skills.

### Course timeline:

Week 1 - Introductions/Course content - Introduction to communication  
Week 2 - Nonverbal, communication channels and listening \*Problem communication  
Week 3 - Diversity in communication dynamics (gender, age, culture)  
Week 4 - Developing assertive and persuasive communication skills  
Week 5 - Dynamics of workplace communication, legal issues in communication  
Week 6 - Communicating in teams and workgroups \*Dealing with conflict  
Week 7 - The writing process - Business and English grammar  
Week 8 - Writing memos, E-mail, and letters  
Week 9 - Writing Reports, Resumes and Marketing documents  
Week 10 - Technical Communications - Communicating through social media  
Week 11 - Formatting, editing - Using graphics and visual aids  
Week 12 - Public speaking and presentations (Using PowerPoint) -\*TED talks  
Week 13 - Public speaking and presentations (Cont.) \* Interview skills  
Week 14 - Student Presentations  
Week 15 - Review

**Texts and Materials:** Free eBook Series, websites and handouts will be utilized for the course, supplemental grammar text is available.

### Evaluation and Grading & Assignment credit:

Attendance credit (30 @ 5 each class)	150
Weekly 15 assignments @ 10 each	150
<u>Final</u>	<u>100</u>
TOTAL	400

# TOHONO O'ODHAM COMMUNITY COLLEGE

350-400 = A  
300-349 = B  
250-299 = C  
220-249 = D  
Under 220 = F

**Himdag Cultural Component:** *O'odham Himdag will be addressed and incorporated into the content of this course as much as possible, we will explore the differences in our traditional culture with modern business culture, recognizing where they compare and contrast, while finding balance for the sake of our education and professional development.*

**Policies and expectations-** Students will be expected to attend all classes and/or all scheduled sessions according to college attendance policy. For independent study students, weekly assignments will count as attendance.

## Course Outline:

- I. Communication in a Multicultural/Global Business Environment
  - A. Characteristics of High-Context and Low Context Cultures
  - B. Characteristics of Individualistic and Collectivist Cultures
  - C. Characteristics of High Power Distance and Low Power Distance Cultures
  - D. Cultural differences in acceptable Résumé Structure and Presentation
  - E. Adjustment of Language to Situations Via Persona/Position Variation
- II. Interpersonal Communication Skills in a Culturally Diverse Workforce
  - A. Culture and Co-Culture Dimensions of US Society and Workforce
  - B. Difference Between Male and Female Communication Patterns
  - C. Communicating with Persons Who are Physically Challenged
  - D. Characteristics of Organizational Cultures and
  - E. Conflict Management Techniques in a Multicultural workplace (Avoiding misinterpretations)
  - F. Recognition of statements of FACT and INFERENCE
- III. Researching, Organizing, and Delivering Informative, Instructional, and Persuasive Presentations
  - A. Persuasion of Fact
  - B. Persuasion of Value
  - C. Persuasion of Policy
  - D. Analysis of Customer Need (Selling Benefits)
  - E. Problem/Solution and Cause/Problem/Solution Arguments
  - F. Monroe's Motivated Sequence for Building on Need
  - G. Similarities, Differences and Conversion Techniques
  - H. Preparation of effective visual support
- IV. Interviewing Techniques
  - A. Job Interview (initial and second interview differences)

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- B. Appraisal Interview
- C. Persuasive Interview

## V. Group Process in Business

- A. Types of Groups
- B. Types of Participants (The natural evolution of group dynamics)
- C. Types of Leaders and leadership techniques appropriate to the situation  
Communication Networks

## VI. Listening Techniques

- A. Types of Listening
- B. Improving Listening Skills
- C. Barriers to effective listening and reading

**DISCLAIMER:** This syllabus is designed to evolve and change throughout the semester based on class progress and interests. You will be notified of any changes as they occur.

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