SPEECH 660 - BUSINESS COMMUNICATION
Wednesdays 3:00 - 5:45 pm
George Hall, Room 215

PROFESSOR: Dr. Amy S. E. Hubbard
OFFICE: George Hall, Room 333
OFFICE HOURS: MWF 11:30 - 12:20 PM & by appt.
SPEECH HOMEPAGE: www.hawaii.edu/speech/

DIRECT TEL: (808) 956-3321
E-MAIL ADDRESS: aebesu@hawaii.edu
OFFICE HOURS: MWF 11:30 - 12:20 PM & by appt.
SPEECH DEPT. TEL: (808) 956-8202
SPEECH DEPT FAX: (808) 956-3947

COURSE DESCRIPTION
This graduate seminar is designed to provide a survey of social scientific research used to study communication in dyadic, group, and public situations. Basic conceptual and theoretical foundations will be reviewed as well as current theory and research in interviewing, impression management, interpersonal relationships, romance in the workplace, group problem solving and decision making, managing conflict, persuasion, and giving effective presentations.

COURSE OBJECTIVES
1. Students will have a working knowledge of communication issues in the business setting.
2. Students will become familiar with current communication research in organizations.
3. Students will improve their ability to analyze communication problems in the workplace.
4. Students will develop their skills as communicators both behaviorally and conceptually in interpersonal, group, and public speaking contexts.

COURSE FORMAT
This course will be conducted in a modified-seminar format. The professor will provide basic lecture on each unit which will evolve into a discussion of issues raised in the readings. Your participation in class means that you will ask intelligent questions about the readings, raise pertinent issues for discussion, make helpful contributions to the discussion, and answer pointed questions posed by the instructor. Thus, it is essential that students carefully read the assigned readings PRIOR to each class meeting. Completion of the required readings is a prerequisite for attendance in class; do not show up if you have not done the readings. The final grade in this course will be based on one examination, three major assignments, and participation in class discussions and activities.

All written work and class assignments must be typed and turned in on the due date at the beginning of class, unless otherwise noted. Late work will not be accepted. No excuses. No exceptions. Written work should follow American Psychological Association Publication Manual style and guidelines in SUGGESTIONS FOR WRITING PAPERS included in the course packet. Before attending class, turn off all cellular/digital phones and other portable electronic devices that can ring or "sing" and generally disrupt the class.

ASSIGNED READINGS
2. Each student is responsible for obtaining the articles and book chapters included in the reading list in this syllabus. Copies of the course packet which include the readings and other class materials are available at Professional Image (Phone: 973-6599) located at 2633 South King Street (Parking at University Square; Hours: M-F 8-7:00 pm; Sa 9-4:00 pm).
SUMMARY OF COURSE WORK & DUE DATES

1. FINAL EXAMINATION (300 points or 30% of grade)

   One comprehensive examination will be given on May 5. The exam will cover all readings, lectures, discussions, and assignments.

2. INTERVIEW PROJECT (200 point or 20% of grade)

   For this project, you will identify, contact, and interview one person who has a business professional position. Then you will give a presentation on your experiences to the class.
   a. Preliminary plan: Due on January 28.
   b. Log (20 pts): Due on date of presentation.
   c. Interview (50 pts): Completed between February 19 and March 17.
   d. Paper (100 pts): Due on date of presentation.
   e. Presentation (30 pts): Due on February 25, March 3, 10, 17, or 31.

3. GROUP PROJECT (200 points or 20% of grade)

   The goal of this project is to become aware of how you and other members of your work group interact with each other verbally and nonverbally. You will videotape a group discussion, write a brief analytical paper that assesses your group communication, and share your insights along with video clips in a group presentation format.
   a. Group member selection: Due on January 28.
   b. Videotape (50 pts): Due on March 3.
   c. Paper (100 pts): Due on March 3.
   d. Presentation (50 pts): Due on March 3.

4. PUBLIC SPEAKING PROJECT (200 points or 20% of grade)

   The goal of this assignment is to conceptualize, develop, and present an effective speech. Toward that endeavor, you will give an informative presentation and observe speeches given by others in class and outside of class.
   a. Preliminary central idea: Completed by March 10.
   b. Outline (50 pts): Due on presentation date.
   c. Presentation (100 pts): Due on April 14, 21, or 28.
   d. Self evaluation (20 pts): Due day after presentation date.
   e. Peer evaluation (10 pts): Due on days not presenting a speech.
   f. Outside speaker evaluation (20 pts): Due on presentation date.

5. INITIATIVE AND ACTIVE PARTICIPATION (100 points or 10% of grade)

   You are expected to be fully prepared for each class session and contribute meaningfully to the class discussion. In addition, there will be several assignments which will allow you to evaluate your communication repertoire. Points earned will be based on timely completion of the assignments and active participation in class discussions.
   a. Self Description Inventory: Due on January 21.
   b. Communication Assessment: Due on January 21.
   c. Interpersonal Perception Task: Due in class.
   d. Self Disclosure: Due on February 25.
   e. Listening Assessment: Due on March 10.
   f. Communication During Disagreements: Due on March 10.
   g. Predict Survey: Due on March 10.
# TENTATIVE COURSE SCHEDULE

(Please note that it is sometimes necessary to make changes in the schedule in terms of material covered. These changes will be announced in class.)

## UNIT 1: FUNDAMENTALS OF HUMAN COMMUNICATION

<table>
<thead>
<tr>
<th>Week 1</th>
<th>January 14</th>
<th>Overview of Course &amp; Communication Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readings</td>
<td>1. Chapter 1 - 2</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 2</th>
<th>January 21</th>
<th>Communication Fundamentals I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readings</td>
<td>1. Chapter 3</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 3</th>
<th>January 28</th>
<th>Communication Fundamentals II</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Week 4</th>
<th>February 4</th>
<th>Basics of Speech Preparation and Presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readings</td>
<td>Chapter 10-11</td>
<td></td>
</tr>
</tbody>
</table>
**UNIT 2: DYADIC COMMUNICATION**

**Week 5**
February 11  
Interviewing, Self-Presentation, & Impression Management

Readings  
1. Chapter 6  

**Week 6**
February 18  
Types of Interviews; In-Class Mock Interviews

Readings  
1. Chapter 7  

**Week 7**
February 25  
Interpersonal Communication; Interview Presentations

Readings  

**UNIT 3: GROUP COMMUNICATION**

**Week 8**
March 3  
Group Communication and Decision Making; Group Presentations; Interview Presentations

Readings  
1. Chapter 8-9, Appendix 1  

**Week 9**
March 10  
Listening; Managing Conflict; Interview Presentations

Readings  
1. Chapter 4-5  
<table>
<thead>
<tr>
<th>Week 10</th>
<th>March 17</th>
<th>Preparing &amp; Organizing Speeches; Interview Presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readings</td>
<td>Chapter 10-12</td>
<td></td>
</tr>
<tr>
<td>Week 11</td>
<td>March 31</td>
<td>Delivering Speeches; Interview Presentations</td>
</tr>
<tr>
<td>Readings</td>
<td>Chapter 13-14</td>
<td></td>
</tr>
<tr>
<td>Week 12</td>
<td>April 7</td>
<td>Persuasion &amp; Impromptus</td>
</tr>
<tr>
<td>Week 13</td>
<td>April 14</td>
<td>Speech Performances</td>
</tr>
<tr>
<td>Week 14</td>
<td>April 21</td>
<td>Speech Performances</td>
</tr>
<tr>
<td>Week 15</td>
<td>April 28</td>
<td>Speech Performances; Course Evaluations</td>
</tr>
</tbody>
</table>

**FINAL EXAMINATION**

**Wednesday, May 5, 2004**

**3:00 - 5:45 PM**