



Wroxtton College
Of
Fairleigh Dickinson University

COMM 2099
Professional Communication

2023

Spring Semester

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INTRODUCTION

Welcome to the Professional Communication Course which is an advanced writing and oral communication course. It emphasizes the importance of collaborative communication techniques used in the workplace. The course features an extended 'simulation' of working in teams for a corporation that integrates many work-related written and oral communication through practical application within tutorial exercises. This allows students to gain experience comparable to that of the workplace by involving them in research and development of business ventures. Active lecture content will include the many forms of communication, verbal, written, visual and virtual central to professional life and employability. The sessions will anticipate the advances in technology over the student working tenure in the future and investigate the important elements of personal branding for business credibility. Discussion and lecture topics will include: styles, genres, and formats of professional writing and speaking, presentations, audience analysis and feedback, research and citation methods, relationship maintenance, and employment (job-seeking) communication. In this course students will observe their communications in context to those of the wider global business environment as well as embrace the need to ensure consideration for equality, diversity and inclusivity.

ACADEMIC CONTENT

Learning Outcomes of the Course

By the end of the course students should be able to:

1. Effectively use collaborative communication techniques in a workplace setting
2. Write concise, clear, and logical documents including letters, memos, e-mails, reports, and proposals
3. Effectively use oral and interpersonal communication skills including telephone talk and voicemail messages, interacting in meetings and interviews, and doing presentations.

TEACHING AND LEARNING STRATEGIES

The module will be delivered by a combination of interactive lectures, seminars/workshops and personal tutorials. The lectures will provide an overview of the main theories and concepts in Professional Communication which will be explained and illustrated by a wide range of examples. Case studies, social media, Cambridge Union style debate, group work, book bees and student presentation will support the lively discussions along with academic journal papers which will also serve to provide further academic rigour and develop skills of critical analysis.

LEARNING MATERIALS

Key texts:

Shwom, B. G., & Snyder, L. G. (2016). *Business communication: Polishing your professional presence*. 4th ed. Upper Saddle River, NJ: Prentice Hall.

Students will be encouraged to use a wide range of sources, both modern and classic to compare content. Seminar activities will include several 'book/journal bees' where the students present a different text/paper each to their colleagues on Powerpoint and all presentations are collated for all to use.

The Tutor will also provide a range of academic journal papers from the outset

The aim is to engage in a broad programme of reading, with an appropriate balance of modern and classic texts, academic journal papers and popular articles.

Other Sources include:

A range of newspapers with different political leanings, The Economist, Forbes, Business Week, Management Today.

A range of websites offering statistical data,

<http://www.statistics.gov.uk> (Office of National Statistics)

<http://www.weforum.org> (World Economic Forum)

<http://www.oecd.org/publications/figures> (OECD - Organization for Economic Co-operation and Development)

Lecture Programme

Session	Topic
1	Introduction to the Course and Tutorial simulation exercises Personal Profile and Branding – What image do we present? Social media platforms – impact and influence. The emerging micro influencer.
2	Cover Letter/e mails and CVs including international differences for global applications. Linked In profiles
3	Presentations – in person and virtual including most common technical issues Petchakutchas and elevator pitches. Body language.
4	Professional communication at Interviews and Assessment Centres
5	Language, grammar and wordsmithery – the written word and how it is received. Internal business messages, disputes, handling anger, delivering difficult news.
6	Business correspondence – e mails, agendas, minutes, procedures, proposals and reports. Participating in meetings/chairing meetings
7	The important professional communications to ensure diversity and inclusion. First assignment hand in
Mid Term Break	

8	The Changing Technological Environment and its impact on Communication ahead How XR (AR,VR & MR), new social media platforms, disruptor businesses will change communications. Part 1
9	The Changing Technological Environment and its impact on Communication ahead How XR (AR,VR & MR), new social media platforms, disruptor businesses will change professional communications. Part 2
10	Team working and motivation. How to be collegiate and sporting but still stand out. How to communicate your leadership ability.
11	Strategic alignment – how to ensure your professional communications align with the strategic objectives of your organisation.
12	Intergenerational differences in the workplace and the need for the right communications between them. Assignment 2 due
13	Revision
14	Exam

Seminar/Workshop/Tutorial Programme Examples

Using live case studies, students will perform tasks such as proposal writing and presentations introducing change or new products/services. Real time research will furnish a range of organisational examples for discussion and comparison and the series of tasks will simulate working world activities. A series of debates will be arranged to practice the skill of asserting self in a professional manner. Book/Journal Bees will be organised to increase academic robustness.

ASSESSMENT

The module is assessed by two assignments and presentation/participation through the course as well as a final exam in the last week of term. 50% of the grade is based on the assignments and participation and 50% on the final exam.

The two written assignments are 2-3,000 words each, one due in week 7 and the other week 12. Requirements for presentations both individual and group will be briefed through the course.

Formative Feedback will be provided on draft assignments produced up to a week before the deadline.

The exam will be a focus of the second half of the course with revision and exam technique support.

Plagiarism

Plagiarism ensures an automatic fail.

Skills and Personal Development

This course will help you to develop your communication skills, so you can present confidently to a professional group and participate in role-playing exercises. This unit is also designed to help you build up your team working skills.

Studying on this course is also good for building up your time management skills and helping you to organise your workload to deliver to deadlines.

A section of this course will be devoted to global employability and look at the skills you need in an international job market. You will receive a full briefing on the different job application processes across the globe and full assistance will be given compiling several of your own international CVs and Linked In profile during the course.

Academic Skills

As well as building up personal skills and developing you ready for work, this unit will also help you to build up academic skills such as research and evaluation. Over time you will learn to effectively use online information, recognising what is valid and reliable. You will learn to read beyond the text book and demonstrate a wider understanding of the practical issues facing organizations today.

Please Note: Any student with documented medical, psychological or learning disabilities, who feels that they may need in-class academic adjustments, reasonable modifications, and/or auxiliary aids and services while taking this course, should first contact the Disability Support Services (DSS) on their home campus to discuss specific needs. FDU Florham Campus students should contact the Director of Disability Support Services at 973-443-8079. FDU Metropolitan Campus students should contact the Associate Provost at 201-692-2477. Once the academic adjustments, modifications, or auxiliary aids and services are approved by DSS, the College Dean and the Faculty concerned will be notified.