Course Description

A study of approaches and skills needed for communication and leadership in the workplace. Explores communication methods for working with teams, cultures, social media, genders, and generations. Reviews communication and presentations skills with an emphasis on speaking and writing professionally.

Course Textbook


Course Learning Outcomes

Upon completion of this course, students should be able to:

1. Identify the approaches and skills for communication and leadership in the workplace.
2. Define and discuss self-awareness, verbal-nonverbal skills, culture, harassment issues, social styles, and their effects on communication.
3. Discuss successful listening skills and methods to adapt communication to different personalities, cultures, genders, and generations.
4. Summarize relational issues and conflict management skills in communication.
5. Distinguish social media strategies and time management issues in communication.
6. Examine and formulate personal perspectives for the interview process.
7. Explain the elements and dynamics for effective teamwork and the role leaders’ play.
8. Evaluate and compile effective presentation strategies for written and oral presentations.
9. Discuss various types of presentation mediums.
10. Create presentations that inform, persuade, or relate to others.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. **Unit Learning Outcomes**: Each unit contains Unit Learning Outcomes that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Unit Lesson**: Each unit contains a Unit Lesson, which discusses unit material.
3. **Reading Assignments**: Each unit contains Reading Assignments from one or more chapters from the textbook. Suggested Readings are provided in the unit study guides to aid students in their course of study.
4. **Discussion Boards**: Discussion Boards are part of all CSU term courses. More information and specifications can be found in the Student Resources link listed in the Course Menu bar.
5. **Unit Assessments**: This course contains four Unit Assessments, one to be completed at the end of Units I, III, IV, and VI. Assessments are composed of written response questions.
6. **Unit Assignments**: Students are required to submit for grading Unit Assignments in Units I, II, V, VII, and VIII. Specific information and instructions regarding these assignments are provided below. Grading rubrics are included with each Assignment. Specific information about accessing these rubrics is provided below.
7. **Ask the Professor**: This communication forum provides you with an opportunity to ask your professor general or course content related questions.

8. **Student Break Room**: This communication forum allows for casual conversation with your classmates.

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**CSU Online Library**

The CSU Online Library is available to support your courses and programs. The online library includes databases, journals, e-books, and research guides. These resources are always accessible and can be reached through the library webpage. To access the library, log into the myCSU Student Portal, and click on “CSU Online Library.” You can also access the CSU Online Library from the “My Library” button on the course menu for each course in Blackboard.

The CSU Online Library offers several reference services. E-mail (library@columbiasouthern.edu) and telephone (1.877.268.8046) assistance is available Monday – Thursday from 8 am to 5 pm and Friday from 8 am to 3 pm. The library’s chat reference service, *Ask a Librarian*, is available 24/7; look for the chat box on the online library page.

Librarians can help you develop your research plan or assist you in finding relevant, appropriate, and timely information. Reference requests can include customized keyword search strategies, links to articles, database help, and other services.

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**Unit Assignments**

**Unit I Mini Project**

Create a collage that models the principles and skills chart found on figure 1.2 on page 20 in your textbook. You can use digital pictures, personal drawings, or personal photos to represent/illustrate each facet of the chart. Below each picture or drawing, write a sentence, in your own words, summing up the principle or skill. At the bottom of your collage, remember to cite your textbook and any other source for images.

Upload your document to the Unit I Mini Project Section labeled “Unit I Collage.” Remember to label your title with your name.

View 2 other student collages and offer supportive comments on their work. When posting your comment, please include the name of the person or question to which you are replying in the subject line. For example, “Sam’s response to Lisa’s Collage.”

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit II Essay**

Take the “Identifying your Social Style” Inventory on page 31 of your textbook. Evaluate the results based on pages 32-33. Share pages 32-33, along with your results, with a family member or friend and get their perceptions of your social style. Write a short essay covering:

1. Your results.
2. A comparison of your results and self-perception to the feedback from your family member or friends.
3. Share how your social style affects the verbal and non-verbal messages you send.
4. List at least three communication skills you would like to improve in after completing this quiz and reading Chapters 2-3.

Your response should be at least four pages in length. You are required to use at least your textbook as source material for your response. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying citations using APA style.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.
Unit V Mini Project

1. Create a sample resume for yourself based upon the guidelines found on page 179 in your textbook or the example provided below by the CSU Success Center.
2. Create a cover letter based upon the guidelines found on page 182 in your textbook or the example provided below by the CSU Success Center.
3. Upload both to Unit V Mini Project.
4. Read at least two other student resumes and cover letters and offer specific supportive comments.

Click here to access a PDF of the CSU Success Center’s sample resume template.
Click here to access a PDF of the CSU Success Center’s sample cover letter template.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit VII Mini Project

You will create a speech that should be three to five minutes long.

- First, you must upload a video of the speech to YouTube. To record and upload the video of the speech to YouTube, use the instructions which can be found here. The instructions explain how to obtain a link to your video on YouTube.
- After you have uploaded your video to YouTube you should upload (Blackboard) a transcript of the video/speech (print version) and a short 75-word reflection statement that includes a link to your video.

In preparation for this project, make of a video each time you rehearse. Use the following questions to evaluate your speech:

1. Did I use an extemporaneous delivery style?
2. Did I refer to my notes, but not read or memorize my speech?
3. Did I establish eye contact with my audience before, during, and after my speech?
4. Did I use gestures in a natural way?
5. Did I have appropriate posture?
6. Did I have appropriate facial expressions?
7. Did I vary my facial expressions throughout the speech?
8. Did I speak loud enough to be heard clearly?
9. Did I speak with vocal variety?

Note: Your video upload should have as many of these qualities as possible. Choose the best video to upload for this mini-project along with the speech transcript, and the reflection statement.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit VIII Final Project

Select a product that you like or a product you use. Design a sales presentation/campaign that introduces an idea for the product, or a better way to promote the product. This section should be a minimum of two pages and include the six suggestions presented on pages 348-352 in your textbook:

1. How you will hook your listener
2. Identify the customer’s key issues
3. Make the recommendation
4. Stress benefits, not features
5. Make the close
6. Respond to objections

Write a one-page formal business letter (sample on page 372) to your supervisor explaining your campaign.

Write a one-half page office memo (sample on page 375) to your co-workers outlining the campaign.
Include all three writing pieces in one document. Add a conclusion to your document, summing up what you have learned from this writing process. Make sure to include any challenges you faced and/or surprises you encountered.

You may only use your textbook as a resource for this final assignment.

This final project should be a minimum of four pages (not including cover and reference page). The textbook must be referenced; paraphrased and quoted material must have accompanying citations using APA style.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**APA Guidelines**

The application of the APA writing style shall be practical, functional, and appropriate to each academic level, with the primary purpose being the documentation (citation) of sources. CSU requires that students use APA style for certain papers and projects. Students should always carefully read and follow assignment directions and review the associated grading rubric when available. Students can find CSU’s Citation Guide by clicking here. This document includes examples and sample papers and provides information on how to contact the CSU Success Center.

**Grading Rubrics**

This course utilizes analytic grading rubrics as tools for your professor in assigning grades for all learning activities. Each rubric serves as a guide that communicates the expectations of the learning activity and describes the criteria for each level of achievement. In addition, a rubric is a reference tool that lists evaluation criteria and can help you organize your efforts to meet the requirements of that learning activity. It is imperative for you to familiarize yourself with these rubrics because these are the primary tools your professor uses for assessing learning activities.

Rubric categories include: (1) Discussion Board, (2) Assessment (Written Response), and (3) Assignment. However, it is possible that not all of the listed rubric types will be used in a single course (e.g., some courses may not have Assessments).

The Discussion Board rubric can be found within Unit I’s Discussion Board submission instructions.

The Assessment (Written Response) rubric can be found embedded in a link within the directions for each Unit Assessment. However, these rubrics will only be used when written-response questions appear within the Assessment.

Each Assignment type (e.g., article critique, case study, research paper) will have its own rubric. The Assignment rubrics are built into Blackboard, allowing students to review them prior to beginning the Assignment and again once the Assignment has been scored. This rubric can be accessed via the Assignment link located within the unit where it is to be submitted. Students may also access the rubric through the course menu by selecting “Tools” and then “My Grades.”

**Again, it is vitally important for you to become familiar with these rubrics because their application to your Discussion Boards, Assessments, and Assignments is the method by which your instructor assigns all grades.**

**Communication Forums**

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

[Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.](#)

**Ask the Professor**

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-
public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

**Student Break Room**

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

**Grading**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Discussion Boards (8 @ 1.5%)</td>
<td>12%</td>
</tr>
<tr>
<td>Assessments (4 @ 8%)</td>
<td>32%</td>
</tr>
<tr>
<td>Mini Projects (3 @ 8%)</td>
<td>24%</td>
</tr>
<tr>
<td>Unit II Essay</td>
<td>12%</td>
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<tr>
<td>Unit VIII Final Project</td>
<td>20%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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**Course Schedule/Checklist (PLEASE PRINT)**

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

### Unit I  Communication and Leadership in the Workplace

**Review:**
- Unit Study Guide

**Read:**
- Chapter 1: Communicating and Leading at Work
- Suggested Reading: See Study Guide

**Discuss:**
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)

**Submit:**
- Assessment by Tuesday, 11:59 p.m. (Central Time)
- Mini Project by Tuesday, 11:59 p.m. (Central Time)

### Unit II  Awareness and Verbal Nonverbal Communication

**Review:**
- Unit Study Guide

**Read:**
- Chapter 2: Being Aware of Self and Others
- Chapter 3: Using Verbal and Nonverbal Messages
- Suggested Reading: See Study Guide

**Discuss:**
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)

**Submit:**
- Essay by Tuesday, 11:59 p.m. (Central Time)

### Unit III  Listening, Responding, and Adapting for Effective Communication

**Review:**
- Unit Study Guide

**Read:**
- Chapter 4: Listening and Responding
- Chapter 5: Adapting to Differences
- Suggested Reading: See Study Guide

**Discuss:**
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)

**Submit:**
- Assessment by Tuesday, 11:59 p.m. (Central Time)

Notes/Goals:
<table>
<thead>
<tr>
<th>Unit IV</th>
<th>Managing Communications: Relating to Others and Managing Time</th>
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<tbody>
<tr>
<td><strong>Review:</strong></td>
<td>Unit Study Guide</td>
</tr>
</tbody>
</table>
| **Read:** | - Chapter 6: Relating to Others at Work  
- Appendix: Managing Time: Managing Communications  
- Suggested Reading: See Study Guide |
| **Discuss:** | - **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
| **Submit:** | - **Assessment** by Tuesday, 11:59 p.m. (Central Time) |

**Notes/Goals:**

<table>
<thead>
<tr>
<th>Unit V</th>
<th>Interview Skills in the Workplace</th>
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<tbody>
<tr>
<td><strong>Review:</strong></td>
<td>Unit Study Guide</td>
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</table>
| **Read:** | - Chapter 7: Interview Principles and Skills  
- Chapter 8: Interview Types  
- Suggested Reading: See Study Guide |
| **Discuss:** | - **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
| **Submit:** | - **Mini Project** by Tuesday, 11:59 p.m. (Central Time) |

**Notes/Goals:**

<table>
<thead>
<tr>
<th>Unit VI</th>
<th>Leadership and Teamwork</th>
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<tr>
<td><strong>Review:</strong></td>
<td>Unit Study Guide</td>
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</tbody>
</table>
| **Read:** | - Chapter 9: Collaborating In Teams  
- Chapter 10: Enhancing Team Meetings  
- Suggested Reading: See Study Guide |
| **Discuss:** | - **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
| **Submit:** | - **Assessment** by Tuesday, 11:59 p.m. (Central Time) |

**Notes/Goals:**
## Unit VII: Professional Presentations

### Review:
- Unit Study Guide

### Read:
- Chapter 11: Developing Your Professional Presentation
- Chapter 12: Delivering Professional Presentations
- Suggested Reading: See Study Guide

### Discuss:
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)

### Submit:
- Mini Project by Tuesday, 11:59 p.m. (Central Time)

### Notes/Goals:

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## Unit VIII: Achieving Communication Goals

### Review:
- Unit Study Guide

### Read:
- Chapter 13: Achieving Your Presentation Goals: Informing, Persuading, and Relating
- Chapter 14: Writing For Business
- Suggested Reading: See Study Guide

### Discuss:
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)

### Submit:
- Final Project by Tuesday, 11:59 p.m. (Central Time)

### Notes/Goals: