

ITT Technical Institute
GS2520
Professional Communications
Onsite Course

SYLLABUS

Credit hours: 4.5

Contact/Instructional hours: 45 (45 Theory Hours)

Prerequisite(s) and/or Corequisite(s):

Prerequisites: Completion of a minimum of 54 credits earned in the program of study including EN1320 Composition I

Course Description:

This course focuses on techniques of interpersonal and business communications. Students compile a portfolio and create a professional resume.



COURSE SUMMARY

COURSE DESCRIPTION

This course focuses on techniques of interpersonal and business communications. Students compile a portfolio and create a professional resume.

MAJOR INSTRUCTIONAL AREAS

1. Professional Communication
2. Interpersonal Communication
3. Self-Marketing
4. Networking
5. Interviewing
6. Job Application Materials
7. Professional Portfolio

COURSE LEARNING OBJECTIVES

By the end of this course, you should be able to:

1. Identify appropriate methods of professional communication.
2. Identify key factors to consider in interpersonal communication.
3. Analyze effective professional communication strategies.
4. Develop self-marketing strategies.
5. Analyze networking strategies.
6. Create a cover letter and resume.
7. Demonstrate and apply interview techniques.
8. Analyze materials for inclusion in a portfolio.
9. Create a professional portfolio.

COURSE OUTLINE

MODULE 1: SELF-MANAGEMENT

COURSE LEARNING OBJECTIVES COVERED

- Develop self-marketing strategies.
- Analyze networking strategies.

TOPICS COVERED

- Personality and Values
- Goal Setting
- Networking Strategy

MODULE LEARNING ACTIVITIES	GRADED	OUT-OF-CLASS TIME
Reading: Anderson, Bolt, & Robbins, Chapters 1, 2, 3, and 4.	No	3.5 hr
Lesson: Study the lesson for this module.	No	1.5 hr
Discussion: Participate in the discussion titled “Networking Strategy.”	Yes	N/A
Analysis: Submit the analysis titled “Personal SWOT Analysis.”	Yes	2.5 hr
Project: Read and begin the project.	No	1 hr

Total Out-Of-Class Activities: 8.5 Hours

MODULE 2: CAREER PLANNING

COURSE LEARNING OBJECTIVES COVERED

- Create a cover letter and resume.
- Demonstrate and apply interview techniques.

TOPICS COVERED

- Job Search
- Cover Letter
- Resume
- Job Interview

MODULE LEARNING ACTIVITIES	GRADED	OUT-OF-CLASS TIME
Reading: Anderson, Bolt, & Robbins, Chapters 13, 14, and 15.	No	5.5 hr
Lesson: Study the lesson for this module.	No	2 hr
Discussion: Participate in the discussion titled “Perfect Interview.”	Yes	N/A
Research 1: Submit the research titled “Cover Letter.”	Yes	3 hr
Research 2: Submit the research titled “Resume.”	Yes	3 hr
Project: Continue work on Project Part 1.	No	4 hr

Total Out-Of-Class Activities: 17.5 Hours

MODULE 3: WORKPLACE BASICS

COURSE LEARNING OBJECTIVES COVERED

- Identify appropriate methods of professional communication.
- Identify key factors to consider in interpersonal communication.
- Analyze effective professional communication strategies.
- Demonstrate and apply interview techniques.

TOPICS COVERED

- Professional Dressing
- Business Etiquettes
- Workplace Communication
- Communication Strategy

MODULE LEARNING ACTIVITIES	GRADED	OUT-OF-CLASS TIME
Reading: Anderson, Bolt, & Robbins, Chapters 6 and 9.	No	3 hr
Reading: ITT Tech Virtual Library> Basic Search> • “Executive Perceptions of the Top 10 Soft Skills Needed in Today’s Workplace” • “Communication in a Changing World: Contemporary Perspectives on Business Communication Competence” • “Teaching Job Interviewing Skills with the Help of Television Shows”	No	1.5 hr
Lesson: Study the lesson for this module.	No	2 hr
Discussion: Participate in the discussion titled “Dress Code.”	Yes	N/A
Essay: Submit the essay titled “Communication Skills.”	Yes	1.5 hr
Analysis 1: Submit the analysis titled “Communication Strategy.”	Yes	2.5 hr
Analysis 2: Submit the analysis titled “Interview Skills.”	Yes	2.5 hr
Project: Continue work on Project Part 1.	No	4 hr

Total Out-Of-Class Activities: 17 Hours

MODULE 4: PROFESSIONAL PORTFOLIO

COURSE LEARNING OBJECTIVES COVERED

- Develop self-marketing strategies.
- Analyze materials for inclusion in a portfolio.

TOPICS COVERED

- Portfolio Assembly
- Electronic Portfolio
- Interview Preparation
- Evaluating Job Offers
- Negotiating Job Offers

MODULE LEARNING ACTIVITIES	GRADED	OUT-OF-CLASS TIME
Reading: Anderson, Bolt, & Robbins, Appendix A and Appendix B.	No	4.5 hr
Reading: ITT Tech Virtual Library> Basic Search> • <i>"The Five Flaws of a Resume Strategy"</i> • <i>"A Resume That Reflects the Real You"</i> • <i>"Resume Tutorial"</i>	No	0.5 hr
Lesson: Study the lesson for this module.	No	2 hr
Discussion: Participate in the discussion titled "Portfolio Versus Resume."	Yes	N/A
Research 1: Submit the research titled "Job Trends."	Yes	3 hr
Research 2: Submit the research titled "Interview Questions."	Yes	3 hr
Analysis: Submit the analysis titled "Mock Interview."	Yes	2.5 hr
Project: Continue work on Project Part 1.	No	4 hr
Project: Begin work on Project Part 2.	No	1 hr

Total Out-Of-Class Activities: 20.5 Hours

MODULE 5: CAREER PATH

COURSE LEARNING OBJECTIVES COVERED

- Develop self-marketing strategies.
- Analyze networking strategies.

TOPICS COVERED

- Training and Development
- Continual Learning
- Promotion
- Entrepreneurship

MODULE LEARNING ACTIVITIES	GRADED	OUT-OF-CLASS TIME
Reading: Anderson, Bolt, & Robbins, Chapter 16.	No	2 hr
Reading: ITT Tech Virtual Library> Basic Search> • “Career Crossroads” • “Our Stories: Leveraging Them for Career Transitions” • “A Lexicon for Lifelong Learning” • “Suddenly Out of the Field, Part II: Dos and Don'ts of Moving On”	No	1.5 hr
Lesson: Study the lesson for this module.	No	2 hr
Discussion: Participate in the discussion titled “Life Changes.”	Yes	N/A
Essay: Submit the essay titled “Career Path.”	Yes	1.5 hr
Analysis: Submit the analysis titled “Lifelong Learning.”	Yes	2.5 hr
Project: Continue work on Project Part 1.	No	4 hr
Project: Continue work on Project Part 2.	No	4 hr

Total Out-Of-Class Activities: 17.5 Hours

MODULE 6: COURSE REFLECTIONS AND EPORTFOLIO

COURSE LEARNING OBJECTIVES COVERED

- Identify appropriate methods of professional communication.
- Identify key factors to consider in interpersonal communication.
- Analyze effective professional communication strategies.
- Develop self-marketing strategies.
- Create a cover letter and resume.
- Demonstrate and apply interview techniques.
- Analyze materials for inclusion in a portfolio.
- Create a professional portfolio.

TOPICS COVERED

- Hints and Tips for ePortfolio Submission

MODULE LEARNING ACTIVITIES	GRADED	OUT-OF-CLASS TIME
Reading: ITT Tech Virtual Library> Basic Search> • “Eportfolio: A Tool for Constructing a Narrative Professional Identity” • “Building an ePortfolio”	No	1 hr
Lesson: Study the lesson for this module.	No	1 hr
Project: Submit Project Part 1.	Yes	4 hr
Project: Submit Project Part 2.	Yes	4 hr

Total Out-Of-Class Activities: 10 Hours

EVALUATION AND GRADING**EVALUATION CRITERIA**

The graded assignments will be evaluated using the following weighted categories:

CATEGORY	WEIGHT
Discussion	15%
Essay	10%
Research	25%
Analysis	25%
Project	25%
TOTAL	100%

GRADE CONVERSION

The final grades will be calculated from the percentages earned in the course, as follows:

GRADE	PERCENTAGE
A (4.0)	90–100%
B+ (3.5)	85–89%
B (3.0)	80–84%
C+ (2.5)	75–79%
C (2.0)	70–74%
D+ (1.5)	65–69%
D (1.0)	60–64%
F (0.0)	<60%

LEARNING MATERIALS AND REFERENCES

REQUIRED RESOURCES

COMPLETE TEXTBOOK PACKAGE

- Anderson, L. E., Bolt, S. B., & Robbins, C. R. (2012). *Professionalism: Skills for workplace success (Custom 2nd ed.)*. Boston, MA: Pearson.

OTHER ITEMS

- Graf Williams, A., Hall, K. J., Anderson, L. E., & Bolt, S. B. (2012). *Electronic files to professionalism: Skills for workplace success custom 3E videos (Custom 3rd ed.)*. Boston, MA: Pearson.

Access the ancillary textbook material using the following link:

http://media.pearsoncmg.com/pcp/pls_1256695122/video/index.html

RECOMMENDED RESOURCES

- ITT Tech Virtual Library (accessed via Student Portal | <https://studentportal.itt-tech.edu>)
 - Basic Search>
 - Bloch, J. (2011). Teaching job interviewing skills with the help of television shows. *Business Communication Quarterly*, 74(1), 7-21.
 - Dezell, T. (2010). The five flaws of a resume strategy. *The Hudson Valley Business Journal*, 21(27), 24-27.
 - Elmore, B. (2012). A resume that reflects the real you. *Baylor Business Review*, 31(1), 56-57.
 - Gardener, C. (2014). Career crossroads. *TD: Talent Development*, 68(9), 38-41.
 - Genova, J. (2010). Our stories: Leveraging them for career transitions. *Vital Speeches of the Day*, 76(5), 234-237.
 - Graves, N., & Epstein, M. (2011). Eportfolio: A tool for constructing a narrative professional identity. *Business Communication Quarterly*, 11(74), 342-346.
 - Margolis, D. (2008). Resume tutorial. *Certification Magazine*, 10(6), 16-17.
 - Robles, M. M. (2012). Executive perceptions of the top 10 soft skills needed in today's workplace. *Business Communication Quarterly*, 75(4), 453-465.
 - Rowh, M. (2008). Building an eportfolio. *Career World*, 37(3), 26-28.

- Schraeder, M., Freeman, W., & Durham, C. (2007). A lexicon for lifelong learning. *Journal for Quality & Participation*, 30(4), 31-36.
- Waldeck, J., Durante, C., Helmuth, B., & Marcia, B. (2012). Communication in a changing world: Contemporary perspectives on business communication competence. *Journal of Education for Business*, 87(4), 230-240.
- Woodrum, D.L. (2001). Suddenly out of the field, part II: Dos and don'ts of moving on. *Journal of Healthcare Management*, 46(6), 369-379.

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INSTRUCTIONAL METHODS AND TEACHING STRATEGIES

The curriculum employs a variety of instructional methods that support the course objectives while fostering higher cognitive skills. These methods are designed to encourage and engage you in the learning process in order to maximize learning opportunities. The instructional methods include but are not limited to lectures, collaborative learning options, use of technology, and hands-on activities.

To implement the above-mentioned instructional methods, this course uses several teaching strategies, such as critical thinking, case analysis, and lessons. Your progress will be regularly assessed through a variety of assessment tools including discussion, essay, research, analysis, and project.

OUT-OF-CLASS WORK

For purposes of defining an academic credit hour for Title IV funding purposes, ITT Technical Institute considers a quarter credit hour to be the equivalent of: (a) at least 10 clock hours of classroom activities and at least 20 clock hours of outside preparation; (b) at least 20 clock hours of laboratory activities; or (c) at least 30 clock hours of externship, practicum or clinical activities. ITT Technical Institute utilizes a “time-based option” for establishing out-of-class activities which would equate to two hours of out-of-class activities for every one hour of classroom time. The procedure for determining credit hours for Title IV funding purposes is to divide the total number of classroom, laboratory, externship, practicum and clinical hours by the conversion ratios specified above. A clock hour is 50 minutes.

A credit hour is an artificial measurement of the amount of learning that can occur in a program course based on a specified amount of time spent on class activities and student preparation during the program course. In conformity with commonly accepted practice in higher education, ITT Technical Institute has institutionally established and determined that credit hours awarded for coursework in this program course (including out-of-class assignments and learning activities described in the “Course Outline” section of this syllabus) are in accordance with the time-based option for awarding academic credit described in the immediately preceding paragraph.

ACADEMIC INTEGRITY

All students must comply with the policies that regulate all forms of academic dishonesty or academic misconduct. For more information on the academic honesty policies, refer to the Student Handbook and the School Catalog.

INSTRUCTOR DETAILS

Instructor Name	
Office Hours	
Contact Details	

(End of Syllabus)