

Business and Professional Speaking
Tishk International University

Meeting Time:

Instructor: Dr. Abdullah Nabeel

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Office: 428

Office Hours: Thursday 9:00 _ 10:00 AM

Course Description

This course aims to train students in public speaking and developing interpersonal skills for business and the professions. This course is designed to develop confidence in business communication. This class will focus on business communication including written and oral communication. The course includes instruction on preparation, organizing, rehearsing, and delivering quality presentations. Tips and techniques for incorporating different types of visuals and using a variety of delivery methods will be shared. Interviewing techniques will also be discussed.

Course Information: This is a comprehensive, integrated approach to the study and application of written and oral business communications. This course prepares you to use speaking skills in making effective oral presentations, whether alone, whether face-to-face, virtually or as part of a group.

Course Objectives:

- To improve interpersonal communication and interviewing skills.
- To better understand communication in the organization, in public and in small groups.
- To learn to work in self-managed teams and perform functions traditionally assigned to supervisors or managers.
- To become aware of real-world illustrations through the text and small group exercises emphasizing diversified careers in business and other professions.
- To develop skills that will be useful in a changing work environment enabling students to participate in various forms of public speaking in different settings.
- To understanding problem solving in work-related situations in organizations of all types, resulting in improved efficiency and better communication in the workplace.

Required Text:

Adler, Ronald B., and Elmhorst, Jeanne Marquardt, *Communicating at Work: Principles and Practices for Business and the Professions*, 11th ed., New York, NY: McGraw-Hill, 2010.

Rath, Tom, *Strengths Finder 2.0*, Gallup Press, 2007.

Units of Instruction:

Communication in Organizations
Interpersonal Communication
Interviewing
Small Group Communication
Public Communication

Attendance: Attendance and active participation are mandatory. Attendance will be taken at the beginning of class; late-comers will be marked absent. More than one week's unexcused absences may result in the course grade being lowered one full letter grade (in addition to any penalties for late work). Students with more than two weeks of absences should seriously consider withdrawing from the course. You are strongly encouraged to exchange phone numbers with your colleagues and communicate with them about joint projects or other assignments.

Lateness: All oral performances (reports, speeches, etc.) must be given before an audience (the class). Late unexcused oral performance will be penalized two letter grades. If the student is allowed to make up a performance and does not show, a grade of zero will be recorded.

Required Assignments:

Assessment	Percentage
Employment Interview with Resume	10%
Team Oral Report (TOR)	10%
Symposium Speech	20%
Informative Speech	10%
Proposal Presentation	10%
Manuscript Speech	40%

Employment Interview with Resume**Cover Letter and Resume**

You will write and submit a cover letter and 1-page resume for an entry-level position or internship of their choice. This should be error free and tailored to the job chosen. You will learn written communication skills and research skills to gain an understanding of a company and its opportunities for employment.

Job Interview

You will record interview speech question answers in a series of three submitted videos. This is an excellent skill to develop as interviewing processes have changed and evolved since COVID.

Team Oral Report (TOR)

Student gives an informative oral report in appropriate depth and detail on one or two sections of the assigned chapter of the text. Student also answers questions after the presentation. (4-5 min)

Symposium Speech (speech & panel discussion)

Student gives an informative symposium speech and research paper in appropriate depth and detail summarizing a portion of an assigned document different from any other speaker in the student's own symposium group (speaking only to that group and the instructor). (3-4 minutes)

Informative Speech

Student gives an informative speech on how communication is most effectively used in the workplace in appropriate depth and detail depending on the professional interest of the student. Outline required. (5 min)

Proposal Presentation (using power point)

Gives a persuasive proposal presentation in appropriate depth and detail on a business or professional topic. Power point slides are required. Peer feedback is provided. Outline required. (6-7 min)

Manuscript Speech (group)

Groups give either a speech of introduction, tribute, nomination or goodwill on an appropriate topic for a business and professional situation in manuscript style. One speech per group. (5 min).

Schedule & Course Topics

Week One

Introductions and overview; assign cover letter and resume Principles of Interviewing,
Assign Team Oral Report (TOR)

Week Two

Bring cover letter and resume draft In-take interviews

Week Three

Listening, Verbal and Nonverbal Messages
Assign Symposium Speech and groups
Interpersonal Skills – Leading & Working in Teams

Week Four

Effective Meetings

Week Five

Assign Informative Speech
Developing and Organizing the Presentation, Verbal and Visual Support in Presentations

Week Six

Delivering the Presentation, Types of Business Presentations
Symposium Speeches

Week Seven

Symposium Speeches

Week Eight

Informative Speeches (on interviewing findings)

Week Nine

Informative Speeches
Assign Proposal Presentation
Communicating at Work, Communication Culture

Week Ten

Assign Manuscript Speech
Submit Proposal Presentation thesis statement and intended audience

Week Eleven

Proposal Presentations

Week Twelve

Proposal Presentations

Week Thirteen

Manuscript Strategy Sessions

Week Fourteen

Manuscript Strategy Sessions

Week Fifteen

Manuscript Speeches

Week Sixteen

See Official Final Exam Schedule

Best wishes!