

**University of Arkansas - Fort Smith**  
**5210 Grand Avenue**  
**P. O. Box 3649**  
**Fort Smith, AR 72913-3649**  
**479-788-7000**

## **General Syllabus**

### **LEAD 3623 Professional Communication**

Credit Hours: 3

Lecture Hours: 3

Prerequisite: Junior standing or consent of department head

Effective Catalog: 2018-2019

#### **I. Course Information**

##### **A. Catalog Description**

Communication in the workplace within a framework of organizational ethics. Essential components and course content include: listening, verbal and nonverbal communication, written expression, and professional presentation methods.

##### **B. Additional Information**

This course is a requirement for organizational leadership majors. It may also be taken by students in other majors as an elective credit. Students should check with their advisors before enrolling in the course.

#### **II. Student Learning Outcomes**

##### **A. Subject Matter**

Upon successful completion of this course, the student will be able to:

1. Apply a variety of communication concepts such as assessing an audience, formulating communication objectives, selecting language and tone, and identifying nonverbal behavior to one's own personal leadership style.
2. Define the kinds of communication challenges that arise in most organizations.
3. Recognize and examine the impact of ethics in creating an environment for communication success.
4. Explain the importance of listening in the workplace and the techniques for improving workplace listening.
5. Learn specific writing techniques and organizational strategies to compose clear, concise, and purposeful messages.
6. Master effective speaking skills for communicating ideas to small and

- large groups.
7. Explain effective techniques for adapting oral communication to cross-cultural audiences.
  8. Recognize common communication obstacles to effective problem solving and decision making.
  9. Gain insight into the art and science of negotiation and recognize how to be a part of a negotiation team.

## **B. University Learning Outcomes**

This course enhances student abilities in the following areas:

### **Communication Skills (written and oral)**

Students will practice communication skills through presenting ideas to small and large groups. Students will assess the audience, formulating communication objectives, selecting language and tone, and identifying nonverbal behavior to one's own personal leadership style.

### **Ethical Decision Making**

Students will recognize and examine the impact of ethics in creating an environment for communication success.

## **III. Major Course Topics**

- A. Achieving success through effective communication
- B. Communicating at work, in small groups and teams
- C. Workplace listening and nonverbal communication
- D. Communicating across cultures
- E. Planning, organizing and writing correspondence and reports
- F. Designing and delivering oral and online presentations