

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

Laboratory Hours: 0

Prerequisite: None

Effective Catalog: 2024-2025

I. Course Information

A. Catalog Description

Communication in the workplace within a framework of organizational ethics.

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 by presenting ideas to small and large groups. Students will assess the audience, formulate communication objectives, select language and tone, and identify 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