

# Advanced Professional Communication

## Sample Syllabus

**Instructor:** Dr. Matthew Overstreet

**Email:** -----

### Course Description:

In this course students will learn how to communicate with skill and authority in the international business community. By creating a variety of professional documents, including job materials, blog posts, data visualizations, multimodal presentations and corporate white papers, students will learn to present complex business and economic ideas in an accessible and engaging manner. They will also read and discuss landmark works of business theory. Through study and debate of these texts, students will both gain useful conceptual knowledge and increase their communications competency.

### Learning Goals:

By the end of the course, students will be able to:

- Identify common business-related communications settings and the associated genres;
- Understand and articulate key ideas from business and management theory;
- Combine text, graphics and design elements to effectively communicate business-related concepts;
- Articulate and deploy basic multimodal design principles;
- Design and deliver effective multimodal presentations;
- Create a professional website and other job-search materials.

### Assessment:

There are no quizzes or exams in this course. Your final grade will be based on the degree to which you: 1) complete every assignment as directed; 2) present evidence of sustained effort and engagement; and 3) progress towards achievement of the course learning goals.

The relative weight of each task is as follows:

Class Participation	20%
Job Materials (CV, cover letter, website)	20%
Blog Posts & Short Writings	20%
White Paper (with data visualization)	20%
Multimodal Presentations (x2)	20%

### Course Materials:

Milton Friedman – “The Social Responsibility of Business Is to Increase Its Profits”

Bower & Payne -- “The Error at the Heart of Corporate Leadership”

Clayton M. Christensen – *The Innovator’s Dilemma* (excerpt)

Ian Bogost – “Stop Disrupting and Start Innovating”

Jill Lepore – “The Disruption Machine: What the Gospel of Innovation Gets Wrong”

Emma Green – “The Origins of Office Speak”

Dubner & Levitt – “Why You Should Tell Stories”

Selections from the *Harvard Business Review’s 10 Must Reads* collection

MWO / August 2022

Licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License