OER Adoption, Creation, and Proselytism
OR
How I didn’t Get Rich Quick

Jason L. Snyder, Ph.D.
Professor of Marketing
Central Connecticut State University
Getting Rid of High-Cost Books…
Hard Copy: $178, E Book: $70
Writing an Affordable Book…
Hard Copy: $40, E Book: $10
Saving Students $133,000 to $311,000...
Making Open Educational Resources…

Today’s Business Communication:
A How-To Guide for the Modern Professional

Jason L. Snyder
Robert Forbus
Encouraging Wider Adoption…

- Fresh Content
- Discussion Prompts
- Exercises/Assignments
- External Resources
- Lecture Slides
- Quiz/Exam Items
Looking for Help…

Dr. Mark Cistulli

CT OER Impact Grant

Instructors Alana Ledford and Cathleen Donahue

School of Business Funding

Editor
Chapter 1 Essentials of Effective Business Communicators

Learning Objectives
1. Understand the importance of professional communication skills to career success.
2. Know the goals of effective business communication.
3. Discuss the essentials of effective business communication.
4. Identify the elements of the communication process model.
5. Describe barriers to effective communication in both the encoding and decoding processes.

Discussion Prompts & Exercises

Name: Lessons about Professional Communication from a Mentor
Learning Objective(s): LO1
Instructions: Ask students to conduct an informational interview with a mentor. Have the students ask the mentor about their thoughts on the role of professional communication in career success. Students should also ask the mentor about how professional communication has influenced their career and how they have seen professional communication influence the careers of others. Students can report back their findings to the class as part of a class discussion, online discussion, or in writing to the instructor.

Name: Discussions Questions for Essentials of Effective Business Communication
Learning Objective(s): LO2 and LO3
Instructions: In lieu of a lecture format, instructors may wish to guide students through their learning of the essentials of effective business communication. Here are some questions that can be asked in a classroom setting to stimulate discussion and probe understanding:
1. What does it mean to say that communication equals relationships?
2. People are busy and have a fixed cognitive capacity. How are these ideas related to selective perception?
3. When verbal and nonverbal communication are not complementary,
Moving Forward…

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Second Edition