



Course Information

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| Course Title | Business & Professional Communication |
| Course Prefix, Num. and Title | SPCH 1321 |
| Division | Communication & Fine Arts |
| Department | Speech |
| Course Type | Academic General Education Course (from ACGM, but not WCJC Core) |
| Course Catalog Description | Study and application of communication within the business and professional context. Special emphasis will be given to communication competencies in presentations, dyads, teams and technologically mediated formats. |
| Pre-Requisites | TSI satisfied in Reading or concurrent enrollment in INRW 0307. |
| Co-Requisites | Enter Co-Requisites Here. |

Semester Credit Hours

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|--|----------------------------------|
| Total Semester Credit Hours (SCH): Lecture Hours: | 3:3:0 |
| Lab/Other Hours | |
| Equated Pay Hours | 3 |
| Lab/Other Hours Breakdown: Lab Hours | Enter Lab Hours Here. |
| Lab/Other Hours Breakdown: Clinical Hours | Enter Clinical Hours Here. |
| Lab/Other Hours Breakdown: Practicum Hours | Enter Practicum Hours Here. |
| Other Hours Breakdown | List Total Lab/Other Hours Here. |

Approval Signatures

| Title | Signature | Date |
|-------------------------|------------------|-------------|
| Prepared by: | | |
| Department Head: | | |
| Division Chair: | | |
| Dean/VPI: | | |
| Approved by CIR: | | |

Additional Course Information

Topical Outline: Each offering of this course must include the following topics (be sure to include information regarding lab, practicum, and clinical or other non-lecture instruction).

1. Models of Communication
2. Ethics and Communication in the workplace
3. Communication Apprehension
4. Listening in the business setting
5. Audience Analysis
6. Informative Speaking
7. Interviewing
8. Resume Building
9. Persuasive Speaking

Course Learning Outcomes:

Learning Outcomes – Upon successful completion of this course, students will:

1. Demonstrate communication competence and critical thinking through an understanding of the foundational communication models.
2. Demonstrate essential public speaking skills in professional presentations.
3. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership, and performance appraisals.)
4. Apply essential dyadic and small group processes as they relate to the workplace.
5. Utilize various technologies as they relate to competent communication.
6. Demonstrate effective cross-cultural communication

Methods of Assessment:

Through written exams and oral presentations, students will demonstrate their comprehension and proficiency skills. The choice of which presentation/s varies according to the teaching style of the individual instructor.

Required text(s), optional text(s) and/or materials to be supplied by the student:

Communicating At Work, Ronald B. Adler, Current Edition

Suggested Course Maximum:

25

List any specific or physical requirements beyond a typical classroom required to teach the course.

Smart classroom with podium

Course Requirements/Grading System: Describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course.

Students will complete written examinations and graded oral performance assignments, and participate thoughtfully in class in order to receive a grade. A primary focus in this course is the development of public speaking skills, therefore the students will be expected to have no less than 3 oral presentations during the semester. Specific assignments may vary dependent upon the teaching methods of a particular instructor. Presentations are 50% of semester average. Written assignments are 50% of semester average.

90–100(A)

80-89(B)

Version: 3/20/2019

70-79(C)
60-69(D)
Below 60(F)

Curriculum Checklist:

- Administrative General Education Course** (from ACGM, but not in WCJC Core) – No additional documents needed.
- Administrative WCJC Core Course.** Attach the Core Curriculum Review Forms
 - Critical Thinking
 - Communication
 - Empirical & Quantitative Skills
 - Teamwork
 - Social Responsibility
 - Personal Responsibility
- WECM Course** -If needed, revise the Program SCANS Matrix and Competencies Checklist