



Purpose: It is the intention of this Administrative-Master Syllabus to provide a general description of the course, outline the required elements of the course and to lay the foundation for course assessment for the improvement of student learning, as specified by the faculty of Wharton County Junior College, regardless of who teaches the course, the timeframe by which it is instructed, or the instructional method by which the course is delivered. It is not intended to restrict the manner by which an individual faculty member teaches the course but to be an administrative tool to aid in the improvement of instruction.

Course Title – BUSINESS & PROFESSIONAL COMMUNICATION

Course Prefix and Number – SPCH 1321

Department - SPEECH

Division - CFA

Course Type: (check one)

- Academic General Education Course (from ACGM – but not in WCJC Core)
- Academic WCJC Core Course
- WECM course (This course is a Special Topics or Unique Needs Course: Y or N)

Semester Credit Hours # : Lecture hours# : Lab/other hours # 3:3:0

Equated Pay hours for course - 3

Course Catalog Description – This course prepares students to communicate effectively in business and/or professional settings by providing mixture of lectures and performance based activities that approximate the dynamics of a contemporary business firm. Open to all students.

Prerequisites/Co requisites – THEA reading requirements met or concurrent enrollment in READ 0307.

List Lab/ Other Hours
Lab Hours 0
Clinical Hours 0
Practicum Hours 0
Other (list) 0

Prepared by Dr. Pam Speights

Date 7-22-11

Reviewed by department head: Cynthia Knox

Date 7/27/11

Accuracy verified by Division Chair Dr. Pam Speights

Date 7/22/2011

Approved by Dean of Vocational Instruction or Vice President of Instruction Lac

Date 11-9-12



I. Topical Outline – Each offering of this course must include the following topics:

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

II. Course Learning Outcomes

Course Learning Outcome	Method of Assessment
<ol style="list-style-type: none"> 1. Describe the importance of public speaking as a communication process 2. Display the qualities of good listening 3. Apply appropriate communication apprehension strategies 4. Demonstrate the effective use of supporting documentation 5. Identify ethical and unethical behavior in public speaking 6. delineate between various organizational structures and to construct appropriate and effective communicative responses to/within them 7. to market their workplace skills through written and verbal channels 8. Explain issues of group dynamics discussed in the course as well as participate in class group activities. 9. Organize the content of a speech 10. Identify elements in audience analysis 11. research, organize, prepare and deliver a speech 12. Use visual aids effectively 	<p>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.</p>

III. Required Text(s), Optional Text(s) and/or Materials to be Supplied by Student.

~~A text such as:~~ Communicating At Work, Ronald B. Adler, Current Edition

IV. Suggested Course Maximum - 25

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

Smart classroom with podium.

VI. 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.

VII. Curriculum Checklist

- **Academic General Education Course** (from ACGM – but not in WCJC Core)
No additional documentation needed

- **Academic WCJC Core Course**
Attach the Core Curriculum Checklist, including the following:

- Basic Intellectual Competencies
- Perspectives
- Exemplary Educational Objectives

- **WECM Courses**
If needed, revise the Program SCANS Matrix & Competencies Checklist.