

COURSE DESCRIPTION

Dept., Number	Spch 105	Course Title	Business and Professional Speech
Semester hours	3	Course Coordinator	JoAnn M. Edwards, Instructor and Director of Forensics

Current Catalog Description

Preparation of the speech outline, frequent performances in business situations requiring effective communicative practices.

Textbook

Ronald Adler and Jeanne Elmhorst, *Communicating at Work: Principles and Practices for Business and the Professions*, 7th edition, McGraw-Hill, 2001.

References

Course Outcomes

The course is a practical introduction to the principles and skills of effective communication in business and professional settings. Upon the successful completion of this course, the students:

1. understand basic principles of communicating in the business/corporate environment;
2. understand the basic principles of interviewing;
3. are able to interview for a position effectively;
4. are able to develop a resume and other materials for job applications;
5. understand and are able to execute a basic business plan presentation;
6. understand and execute the team approach to problem solving.

Relationship between Course Outcomes and Program Outcomes

All six course outcomes contribute to program outcome (f). Course outcomes 2, 3, and 4 also contribute to program outcome (h). Course outcome 6 also contributes to program outcome (d).

Prerequisites by Topic

There are no prerequisites.

Major Topics Covered in the Course

This course provides the student with the opportunity to develop critical thinking and organizational skills, as well as practice the types of oral and written communications most common in the business and corporate environments. Students develop real-world skills in the following areas: oral presentation, teamwork, meeting management, interviewing, negotiating, interpersonal relations.

Students are required to present three business related speeches and participate in two group presentations to the class. Students are also required to prepare various written communications including business letters, interview plans, formal outlines, and a business plan for group presentation.

Assessment Plan for the Course

The instructor evaluates a student's performance related to the course outcomes based on the effectiveness of the student's speeches, participation in group presentations, written assignments, and participation in class activities.

How Data in the Course are Used to Assess Program Outcomes (unless adequately covered already in the assessment discussion under Criterion 4)

The conduct of this course is not governed by the ABET program faculty. No data are collected that are used to assess program outcomes directly.

Estimate Curriculum Category Content (Semester hours)

Oral communications 3 hours