

**SOUTHEAST COMMUNITY COLLEGE**  
**DIVISION OF ARTS AND SCIENCES**  
**Humanities**  
**Revision Date: 07-01-23**

**I. CATALOG DESCRIPTION**

Course Number: COMM2810  
Course Title: Business and Professional Communication  
Prerequisite(s): Eligible for ENGL1010  
Catalog Description: The study of communication theories and skills needed to function successfully with others in the work place. Focus is on the basic processes of communication including: communication and cultural diversity, developing interpersonal relationships, interviewing techniques, working in small groups and teams, managing effective meetings, and various types of presentations (both individual and group). Students will perform at least three research-based oral presentations before an audience.

Credit Hours: 3.0  
Class Hours: 45  
Lab Hours: 0  
Total Contact Hours: 45

**II. COURSE OBJECTIVES: *Course will:***

- A. To provide students practice in preparing and presenting coherent, focused and clearly structured verbal communications and oral presentations.
- B. To provide students practice in writing clearly structured and topically focused outlines and other forms of written communication.
- C. To develop in the student an awareness of the communication receiver(s) and to apply critical thinking skills necessary for workplace success.
- D. To develop interpersonal and group interaction skills.
- E. To develop in the student an understanding of communication theory and its application in various communication activities.
- F. To meet an objective of core curriculum program requirements: the development of verbal and written communication skills.

**III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES**

- A. Student Learning Outcomes: *Student will be able to:*
  - 1. Conduct receiver analysis and communication adaptation.
  - 2. Prepare structured outlines.
  - 3. Present organized and supported speeches before a classroom audience.
  - 4. Clearly cite sources both verbally and in writing.
  - 5. Write concise interview questions.
  - 6. Demonstrate an ability to use active listening skills.
  - 7. Demonstrate effective verbal and physical delivery skills.
  - 8. Apply group problem solving methods.
  - 9. Apply techniques of conflict management.
  - 10. Provide focused and accurate feedback to classmates.
  - 11. Demonstrate functional ability in using presentation software.
  - 12. Apply critical thinking skills to the analysis of messages.
  - 13. Demonstrate ability to document and evaluate group work.
  - 14. Demonstrate structure and poise in impromptu presentation.
- B. General Education Learning Outcomes

1. GELO #1: Oral Communication
  - Outcome: Develop a central idea for presentations.
  - Outcome: Organize information clearly and logically, in an outline format, citing sources when appropriate.
  - Outcome: Assess an audience and situation so as to adapt verbal and nonverbal messages to best meet the needs and expectations of the audience.
  - Outcome: Competently communicate messages - both verbally and nonverbally - to a variety of audience types and in a variety of situations.
  - Outcome: Utilize active and critical listening behaviors.

**IV. CONTENT/TOPICAL OUTLINE (*course outline may provide more detailed information*)**

- A. Communication Process
  1. Communication contexts
  2. Transaction model
  3. Communication networks in organizations
  4. Communication culture
  5. Principles of communication
- B. Managing Communication Anxiety
  1. Physical elements
  2. Psychological elements
  3. Relaxation techniques
- C. Receiver Analysis
  1. Demographic description
  2. Identifying needs
  3. Analyzing context
  4. Adapting the message
- D. Topic Selection
  1. Identifying personal interests and motivations
  2. Responding to audience interests and needs
  3. Responding to constraints of the environment and event
  4. Identifying the general purpose
  5. Formulating a specific purpose
- E. Listening Skills
  1. Listening vs hearing
  2. Barriers to effective listening
  3. Active vs passive listening
  4. Critical thinking
  5. Providing feedback
  6. Improving listening ability
- F. Research Skills
  1. Finding source materials
  2. Elements of source quality
  3. Verbal source citation
  4. Writing a bibliography
- G. Presentation Aids
  1. Role/value of presentation aids
  2. Types of presentation aids
  3. Computer based presentation software
  4. Using presentation aids effectively
- H. Speech Structure
  1. Developing a complete outline with an introduction, body and conclusion
  2. Forms of main point structure

3. Incorporating transitions
4. Designing speaking notes
- I. Presentation Delivery
  1. Vocal delivery
  2. Physical delivery
- J. Language Skills
  1. Verbal and Nonverbal Communication
  2. Denotative and connotative meaning
  3. Rhetorical style
  4. Adapting language to the event or audience
- K. Informing vs Persuading
  1. Applying informative speaking principles and strategies
  2. Distinguishing persuading from informing
  3. Applying principles and strategies of persuasion
  4. Analyzing messages
  5. Demonstrating ethical behavior and responsibility
- L. Working in Teams
  1. Understanding group development and behaviors
  2. Developing effective leadership skills and strategies
  3. Solving problems within groups
  4. Managing conflict
- M. Effective Meetings
  1. Types of meetings
  2. Planning of meetings
  3. Running a successful meeting
  4. Problem solving
- N. Interviewing
  1. Types of interviews
  2. Interview structure
  3. Interview questions
  4. Responsibilities/ethics in interviewing

## V. INSTRUCTIONAL MATERIALS

- A. Required Text(s):
  1. Adler, R.B., Maresh-Fuehrer, M., & Elmhurst, J., & Lucas, K. (2023), *Communicating At Work: Strategies for Success in Business and the Professions* (13<sup>th</sup> ed.). New York, NY: McGraw Hill. ISBN: 978-12-6015405-4.
- B. Supplemental Handouts, Videos etc.: Supplied by instructor.
- C. Flash (jump) drive for recordings of student's speeches.

## VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Methods of presentation typically include a combination of the following:
  1. Lecture
  2. Group discussion and activity
  3. Class discussion
  4. Guest speakers and/or videos
  5. Computer lab work

## VII. METHODS OF EVALUATION

- A. Presentation of speeches
  1. Individual presentation(s)
  2. Group presentation(s)

- B.** Tests
- C.** In-class activities
- D.** Written assignments
  - 1.** Outlines
  - 2.** Peer critiques
  - 3.** Self-critiques
  - 4.** Interview questions
  - 5.** Symposium documentation
- E.** Attendance
- F.** Class participation
- G.** Group participation
- H.** SCC GRADING SCALE
 

A+	95-100	C+	75-79	F	59 or less
A	90-94	C	70-74		
B+	85-89	D+	65-69		
B	80-84	D	60-64		

**VIII. SPECIFIC COURSE REQUIREMENTS**

- A.** The student must present all assigned research-based speeches to a classroom audience (or one approved by the instructor) in order to have an opportunity to successfully complete COMM2810 with a passing grade.
- B.** The student must demonstrate appropriate use of correct grammatical structuring, spelling, and typing skills in the required written assignments.