**Course Outline: Communication**

**Course Title:** Business and Professional Speech

**Course Number:** COMM 130

**Course Pre-Req:** None

**Course Catalog** Business and Professional Communication is designed to increase student

**Description:** understanding and implementation of effective communication behaviors and

skills. Throughout the term, students will learn to recognize, understand, and

perform communication in settings common to business and the professions.

Instruction includes interpersonal communication, small group communication,

interviewing, technical communication, proposal presentation and more. In

addition, attention will be given to presentational aids, both traditional and

computer generated.

**General Course A.** Recognize communication as a transactional process and identify the

**Outcomes:** elements common to all communication events.

**B.** Identify key terms and major theories relevant to specific business and

professional contexts.

**C.** Describe the unique nature of interpersonal relationships within the

business and professional context.

**D.** Identify and participate in a successful interviewing situation.

**E.**  Create a resume to enhance individual career and/or educational

marketability.

**F.** Integrate communication and research skills to create a professional

presentation.

**G.** Produce effective business and professional business writing samples.

**H.**  Communicate effectively both as a team member and as a leader.

**I.**  Be familiar with a variety of presentational aids.

**J.**  Engage in ethical communication processes that accomplish goals.

**K.**  Respond to the needs of diverse audiences and contexts.

**L.**  Build and manage relationships.

**Major Topics:** I. Communication Process: Sender, Receiver, Encoding, Decoding,

Channel, Message, Feedback, Noise, and Environment

II. Communication in the Workplace: Politics and Power, Perception,

Listening, and Feedback

III. Employment Strategies and Skills: Networking, Resumes, Cover Letters,

The Interview, How to Answer Questions, and Follow-Up

IV. Creating a Presentation: Purpose Statements, Reasoning, Appeals,

Structuring, Outlining, Introductions/Conclusions, Delivery

V. Technical Communication: Audience Analysis, Overcoming Obstacles,

Presentational Aids, Power Point Strategies, Web Pages

VI. Group Communication: Decision Making, Leadership, Membership, Teams vs. Groups

VII. Types of Business and Professional Communication Formats: Technical Presentations, Persuasive Proposals, Proposal Presentations, Sales Presentations, Risk Communication, Briefings and Crisis Briefing