

Communication Studies 303: Business and Professional Communication

Credit Hours: 3

Scheduled hours per week

Lecture: 3

Lab: NA

Other: NA

Catalog Course Description: This course is an application of the principles of communication. Simulated projects and oral presentations will be used to refine communication skills necessary for entry-level positions within business and other professional settings.

Pre-requisites: Communication Studies 111

Co-requisites: NA

Course Learning Outcomes:

At the conclusion of this course, students should be able to:

- Understand the communication process in the professional setting
• Identify and use the appropriate communication skills for entry-level positions in business and other professional settings
• Apply the communication skills gained in the course through simulated projects and oral presentations
• Deliver business presentations
• Anticipate and respond to questions during a presentation
• Plan and conduct an interview in both interviewee and interviewer roles
• Evaluate listening habits and practice effective listening skills

Topics to be studied:

- Informative presentations in the professional setting
• Persuasive presentations in the professional setting
• Ethics
• The verbal and non-verbal principles of delivery
• Audience Analysis
• Proper use of language
• The communication process
• Organization
• Listening

Table with 2 columns: Outcome description and relationship indicator (X). Row 1: Explain how ethics play a role in the communication process. Row 2: Recall the communication process.

<b>Demonstrate an ability to select appropriate topics and language for public presentations.</b>	X
<b>Demonstrate an ability to conduct research.</b>	X
Create complex messages in a variety of communication settings.	X
Evaluate and critique one's own and other's communication in a variety of settings.	X
Apply effective delivery skills in a variety of communication settings.	X
Recall the historic background of mass media and contemporary media issues.	
Summarize the theoretical underpinnings of mass communication.	

<b>Relationship of Course to General Education Learning Outcomes:</b>	
<b>Composition and Rhetoric</b> Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
<b>Science &amp; Technology</b> Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
<b>Mathematics &amp; Quantitative Skills</b> Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
<b>Society, Diversity, &amp; Connections</b> Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	
<b>Human Inquiry &amp; the Past</b> Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
<b>The Arts &amp; Creativity</b> Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	

**Special Requirements of the course:** N/A

**Additional information:** N/A

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