# 3/15/2021

# brcc keystone logo

Baton Rouge Community College

*Academic Affairs Master Syllabus*

Date Approved: 27 April 2021

Term and Year of Implementation: Spring 2022

**Course Title:** Fundamentals of Communication

**BRCC Course Rubric:** SPCH 1013

**Previous Course Rubric**: SPCH 101

**Lecture Hours per week-Lab Hours per week-Credit Hours**: 3-0-3

**Per semester: Lecture Hours-Lab Hours-Instructional Contact Hours**: 45-0-45

**Louisiana Common Course Number:** CCOM 1013

**CIP Code:** 21.1304

**Course Description:** Develops an awareness and appreciation of the history and traditions of speech communication as a field of academic study. Introduces different components of communication including listening, language, nonverbal, and communicating in relationships. Includes fundamental codes, functions, and processes of oral communication and public speaking assignments.

**Prerequisites:**  None

**Co-requisites:** None

**Suggested Enrollment Cap:** 25

**Learning Outcomes.** *Upon successful completion of this course, the students will be able to:*

1. Summarize communication in terms of the process and characteristics of the general contexts in which it occurs (intrapersonal, interpersonal, and public).

2. Discuss several strategies for using verbal and nonverbal communication effectively in various communication situations.

3. Describe strategies for overcoming common barriers to communication.

4. Explain the concepts of self, perception, and culture.

5. Demonstrate working knowledge of audience analysis, research, organization, outlining, natural delivery, and presentation aids to deliver an informative presentation planned and prepared by the student.

**General Education Learning Outcome(s):** This course supports the development of competency in the following area(s). Students will:

Adhere to guidelines for using information. (General Education Competency: Information Literacy)

**Assessment Measures.** Assessment of all learning outcomes will be measured using the following methods:

1. Standardized objective questions on examinations addressing learning outcomes 1-5; and

2. Common grading rubric for informative speech to assess outcome 5.

**Information to be included on the Instructor’s Course Syllabi:**

* ***Disability Statement*:** Baton Rouge Community College seeks to meet the needs of its students in many ways. See the Office of Disability Services to receive suggestions for disability statements that should be included in each syllabus.
* ***Grading:*** The College grading policy should be included in the course syllabus. Any special practices should also go here. This should include the instructor’s and/or the department’s policy for make-up work. For example in a speech course, “Speeches not given on due date will receive no grade higher than a sixty” or “Make-up work will not be accepted after the last day of class”.
* ***Attendance Policy*:** Include the overall attendance policy of the college. Instructors may want to add additional information in individual syllabi to meet the needs of their courses.
* ***General Policies*:** Instructors’ policy on the use of things such as beepers and cell phones and/or hand held programmable calculators should be covered in this section.
* ***Cheating and Plagiarism*:** This must be included in all syllabi and should include the penalties for incidents in a given class. Students should have a clear idea of what constitutes cheating in a given course.
* ***Safety Concerns:*** In some courses, this may be a major issue. For example, “No student will be allowed in the lab without safety glasses”. General statements such as, “Items that may be harmful to one’s self or others should not be brought to class”.
* ***Library/ Learning Resources:*** Since the development of the total person is part of our mission, assignments in the library and/or the Learning Resources Center should be included to assist students in enhancing skills and in using resources. Students should be encouraged to use the library for reading enjoyment as part of lifelong learning.

**Expanded Course Outline:**

I. Elements of Communication

A. Communication Model and Theories

B. Perception, the Self and Communication

C. Language

D. Listening

E. Nonverbal Communication

II. Interpersonal Communication

A. Understanding Interpersonal relationships

B. Improving Interpersonal Relationships

III. Public Communication

A. Choosing and Developing a Topic

B. Organization and Support

C. Presenting Your Message

D. Informative Speaking

IV. Instructor’s choice of

A. Debate or Persuasive Speaking

B. Group Communication

C. Business Communication

D. Oral Performance of Literature