# 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:** Business and Professional Communication

**BRCC Course Rubric:** SPCH 2313

**Previous Course Rubric**: SPCH 220

**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 2313

**CIP Code:** 09.0101

**Course Description:** Assists students in business related presentations. Students complete one information-seeking interview and two (4 to 6 minute) presentations, including one group presentation. Also examines general theories and principles of organizational communication.

**Prerequisites:**  None

**Co-requisites:** None

**Suggested Enrollment Cap:** 25

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

1. Identify the major models of organizational communication.

2. Apply the appropriate communication styles to manage communication conflict in an organizational setting.

3. Perform effectively in an interview in the workplace.

4. Apply the techniques of group problem-solving to prepare a presentation as a team.

5. Demonstrate the mechanics of giving an informative speech in a business setting.

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

Demonstrate skills needed to enhance professional and/or academic performance standards. (General Education Competency: Teamwork)

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

1. Multiple choice/short answer/essay questions to assess learning outcomes 1 and 2;

2. Common grading rubric to evaluate performance in an informative interview will assess outcome 3;

3. Common grading rubric for the group presenation to assess outcome 4; and

4. Common grading rubric for the 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. Communication Preliminaries

A. The Communication Process

B. Communication Ethics

C. Interpersonal Relationships

D. Effective Listening

E. Nonverbal Communication

II. Organizational Communication

A. Communication Inside Organizations

B. Organization Models

C. Obstacles to Organizational Communication

D. The Employment Interview

III. The Group Process

A. Small Group Communication

B. Problem Solving in Groups

C. Participation and Leadership in Small Groups

IV. Public Speaking in the Business Setting

A. Informative Presentations

B. Research and Support

C. Presentational Aids

D. Persuasive Presentations