

SYLLABUS

DIVISION: Business and Engineering Technology

REVISED: Spring 2014

CURRICULAR IN WHICH COURSE IS TAUGHT: Business Management, Marketing, and IST

COURSE NUMBER AND TITLE: Bus 236, Communication in Management

CREDIT HOURS: LEC: 3 hours per week

LAB: 0

LEC/LAB COMB: 3

I. CATALOG DESCRIPTION: Introduces the functions of communication in management with emphasis on gathering, organizing, and transmitting facts and ideas. Teaches the basic techniques of effective oral and written communication.

II. RELATIONSHIP OF THE COURSE TO CURRICULAR OBJECTIVES:

BUS 236 will address the following DCC Business Management outcomes.

Graduates will demonstrate the ability to:

- utilize industry standard computer software products in business communication media such as written reports and business plans using word processing software (i.e., Microsoft Word) and business presentations using presentation software (i.e., Microsoft PowerPoint);
- demonstrate basic principles of human relationship skills which can be used to successfully interrelate with customers, associates, employees, and superiors in a business setting;

III. REQUIRED BACKGROUND/PREREQUISITES: None

IV. COURSE CONTENT:

- Practical Speaking
- Managing Speech Anxiety
- Ethical Speaking and Listening
- Listening
- Adapting to Your Audience
- Researching Your Message
- Supporting Your Message
- Introductions, Transitions, and Conclusions
- Organizing Messages: Helping Audiences Listen
- Language: Making Verbal Sense of the Message
- Delivery: Engaging Your Audience
- Using Presentational Media
- Informative Speaking
- Persuasive Speaking
- Thinking and Speaking Critically
- Speaking Beyond the Classroom

V. THE FOLLOWING GENERAL EDUCATION OBJECTIVES WILL BE ADDRESSED IN THIS COURSE

(Place X by all that apply)

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| <u>X</u> | Communication |
| <u>X</u> | Critical Thinking |
| <u>X</u> | Cultural and Social Understanding |
| — | Information Literacy |
| <u>X</u> | Personal Development |
| — | Quantitative Reasoning |
| — | Scientific Reasoning |

VI. LEARNER OUTCOMES

VII. EVALUATION

<p>Learner outcome</p> <ul style="list-style-type: none"> • Explain the personal, professional, and public reasons for studying public speaking • Demonstrate an understanding and identify the general purposes associated with public speaking • Select, construct, develop, prepare, organize, and deliver a speech • Explain the relationship between arousal and anxiety • Identify common sources of speech anxiety and understand and use skills that control arousal and speech anxiety 	<p>Evaluation method</p> <p>Written speeches Oral presentations Written tests</p>
<p>Learner outcome</p> <ul style="list-style-type: none"> • Recognize the difference between feeling excited and feeling anxious • Demonstrate and understand ethical relativism, universalism, utilitarianism, and situational ethics • Explain plagiarism and the role of avoiding • Identify and apply the basic ethical obligations of both speakers and listeners 	<p>Evaluation method</p> <p>Written speeches Oral presentations Written tests</p>
<p>Learner outcome</p> <ul style="list-style-type: none"> • Explain what listening involves and the significant role listening plays for speakers and listeners • Identify misconceptions about listening • Identify and overcome obstacles to listening • Define and identify rhetorical situations 	<p>Evaluation method</p> <p>Written speeches Oral presentations Written tests</p>
<p>Learner outcome</p> <ul style="list-style-type: none"> • Identify goals for your audience and determine whether your audience is voluntary or captive • Analyze and adapt to the cultural, demographic, and individual diversity of your audience • Conduct searches to support a speech 	<p>Evaluation method</p> <p>Written speeches Oral presentations Written tests</p>
<p>Learner outcome</p> <ul style="list-style-type: none"> • Cite sources orally for your audience • Recognize the three basic claims: facts, value, and policy and explain the role of evidence of each • Support a speech with examples, facts, data, expert opinions, explanations, descriptions, and narratives 	<p>Evaluation method</p> <p>Written speeches Oral presentations Written tests</p>
<p>Learner outcome</p> <ul style="list-style-type: none"> • Construct an effective introduction, utilize appropriate transitions, and closing speech • Develop a strategy geared to your audience and organize it by preparing a formal outline • Use visual, auditory, metaphors, similes, analogies, words, and phrases, and avoid slang and perceived obscenities 	<p>Evaluation method</p> <p>Written speeches Oral presentations Written tests</p>

<p>Learner outcome</p> <ul style="list-style-type: none"> • Adapt your style to the audience using the nonverbal system, the environment, appearance, voice, posture, facial expressions, eye contact, gesture, body language, and time • Explain and define the presentational media • Explain informative speaking and persuasion 	<p>Evaluation method</p> <p>Written speeches Oral presentations Written tests</p>
<p>Learner outcome</p> <ul style="list-style-type: none"> • Prepare informative speeches that instruct, demonstrate, or describe processes, concepts, and skills • Identify the difference between verbal aggressiveness and reasoned argument • Handling a question and answer session 	<p>Evaluation method</p> <p>Written speeches Oral presentations Written tests</p>