

Course Outline
SPCM 105
Business and Professional Speaking
3 Semester Hours

The Community College of Baltimore County

Description

Business and Professional Speaking

Provides practice in presentation speaking, briefing and report techniques, formal group meeting techniques, critical listening, and interviewing skills for the workplace.

Prerequisite: (ENGL 052 or LVE 2) and (RDNG 052 or LVR 2).

Overall Course Objectives

Upon completion of this course the student will be able to:

1. Identify and explain theoretical models for communication in professional and business settings.
2. Formulate strategies that assess and address individual and cultural differences which foster positive communication within organizations.
3. Demonstrate the use of appropriate techniques, delivery styles and organizational skills to deliver presentational messages.
4. Describe and simulate typical conditions found when communicating in the workplace.
5. Apply knowledge of listening, verbal and non-verbal interaction, perception, and ethics to the formation and delivery of messages.
6. Analyze the impact of individual behavior and the nature of relationships and roles within organizations.
7. Function effectively in group and interpersonal communication settings.
8. Apply interview, negotiation, and conflict resolution strategies effectively.

Major Topics

- Presentational speaking
- Message research and organization
- Listening and critical thinking
- Cultural awareness factors influencing perception
- Verbal and non-verbal communication skills
- Interviewing techniques
- Group dynamics in a work environment
- Negotiation and conflict management

Course Requirements

- At least one written exam
- A minimum of four separate oral presentations subject to evaluation and critique (examples of these may include presentational speeches, briefings and reports, group presentations, interview and formal meeting scenarios)
- Consistent attendance and active class participation (policy at discretion of instructor)
- Exercises addressing listening and critical thinking
- Written assignments supporting the development of research skills and message organization