

CORE CURRICULUM COMPONENT APPLICATION
Texarkana College

Part I: Course Information

Course Type

- Existing/Restructured
 New Course

Course Prefix & Number: **SPCH 1321**

Texas Common Course Number (TCCN): **1321**

Course Title: **Business & Professional Communication**

Course Catalog Description

Business and Professional Speaking (3,3,0). Fundamentals of oral communications; study of special types and techniques of speeches most common to business and professional people; practice in business situations; oral reports; sales talks. Includes panel and committee discussions, and special occasion speeches.

Course Prerequisites:

Successful completion of the reading portion of the TSI

Available Online?

- Yes
 No

Part II: THECB Course Objectives

Upon successful completion of this course, students will:

1. Demonstrate communication competence and critical thinking through an understanding of the foundational communication models.
2. Demonstrate essential public speaking skills in professional presentations.
3. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership and performance appraisals.)
4. Apply essential dyadic and small group processes as they relate to the workplace.
5. Utilize various technologies as they relate to competent communication.
6. Demonstrate effective cross-cultural communication.

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Part III: THECB Skill Objectives

- 1. Critical Thinking Skills:** to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- 2. Communication Skills:** to include effective development, interpretation and expression of ideas through written, oral and visual communication
- 3. Empirical & Quantitative:** to include applications of scientific and mathematical concepts
- 4. Social Responsibility:** to include intercultural competency, civic knowledge, and the ability to engage effectively in regional, national, and global communities

Part IV: Course Student Learning Outcomes (SLO)

- 1. Demonstrate communication competence and critical thinking through an understanding of the foundational communication models.**
- 2. Demonstrate essential public speaking skills in professional presentations.**
- 3. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership, and performance appraisals.**
- 4. Apply essential dyadic and small group processes as they relate to the workplace.**
- 5. Utilize various technologies as they relate to competent communication.**
- 6. Demonstrate effective cross-cultural communication.**

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| Skill Objective: | Critical Thinking Skills: to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information |
| THECB Course Objective | <ol style="list-style-type: none"> 1. Demonstrate communication competence and critical thinking through an understanding of the foundational communication models. 2. Demonstrate essential public speaking skills in professional presentations. 3. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership, and performance appraisals. 4. Apply essential dyadic and small group processes as |

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| | <p>they relate to the workplace.</p> <ol style="list-style-type: none"> 5. Utilize various technologies as they relate to competent communication. 6. Demonstrate effective cross-cultural communication. |
| <p>Course Student Learning Outcome</p> | <ol style="list-style-type: none"> 1. Demonstrate communication competence and critical thinking through an understanding of the foundational communication models. 2. Demonstrate essential public speaking skills in professional presentations. 3. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership, and performance appraisals. 4. Apply essential dyadic and small group processes as they relate to the workplace. 5. Utilize various technologies as they relate to competent communication. |
| <p>General Learning Activities</p> | <p>Collaborative groups will be formed to research, organize, and prepare a marketing presentation that applies to the related employment field as chosen by the group. Students will incorporate PowerPoint, video, or other technologies in the presentation to appeal to their chosen target audience.</p> |
| <p>Assessment <i>Must Include Assignment & Rubric</i></p> | <p>Initial research proposal and marketing plan will be assigned and graded using preparation rubric.</p> |

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Marketing Presentation Proposal

5 (superior), 4(excellent), 3(good), 2(fair), 1(poor)

1. Topic is relevant to the target audience: 1 2 3 4 5

Comments

2. Rough draft of outline: 1 2 3 4 5

Comments

3. Research includes a variety of materials: 1 2 3 4 5

Comments

4. Storyboard of visual aids included: 1 2 3 4 5

Comments

Group members:

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| Skill Objective: | Teamwork: to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal |
| THECB Course Objective | <ol style="list-style-type: none"> 1. Demonstrate communication competence and critical thinking through an understanding of the foundational communication models. 2. 2. Demonstrate essential public speaking skills in professional presentations. 3. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership, and performance appraisals. 4. Apply essential dyadic and small group processes as they relate to the workplace. 5. Utilize various technologies as they relate to competent communication. |
| Course Student Learning Outcome | <ol style="list-style-type: none"> 1. Demonstrate communication competence and critical thinking through an understanding of the foundational communication models. 2. 2. Demonstrate essential public speaking skills in professional presentations. 3. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership, and performance appraisals. 4. Apply essential dyadic and small group processes as they relate to the workplace. 5. Utilize various technologies as they relate to competent communication. |
| General Learning Activities | Collaborative groups will be formed to research, organize, and prepare a marketing presentation that applies to the related employment field as chosen by the group. Students will incorporate PowerPoint, video, or other technologies in the presentation to appeal to their chosen target audience. |
| Assessment Must Include Assignment & Rubric | Final marketing presentation will be delivered and evaluated by instructor and members of each group. Evaluation rubric for presentation. |

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| Evaluation for Group Marketing Presentation | |
|---|--------------------|
| Name _____ | |
| Group _____ | |
| 5-exceeds expectations 4-above average 3-meets requirements 2- below average 1-needs improvement 0-not demonstrated | |
| 1. Organization | |
| Introduction _____ | 0 1 2 3 4 5 |
| Attention getter | |
| Motivates audience to listen | |
| Established credibility | |
| States Thesis | |
| Body _____ | 0 1 2 3 4 5 |
| Organization easy to follow | |
| Smooth transitions | |
| Conclusion _____ | 0 1 2 3 4 5 |
| Summarizes main ideas | |
| Memorable ending | |
| 2. Content | |
| Variety of Supporting Materials _____ | 0 1 2 3 4 5 |
| Definitions | |
| Examples | |
| Statistical Evidence | |
| Explanations | |
| Comparisons | |
| Illustrations | |
| Expert Opinion | |
| Sources cited appropriately | |
| Sufficient Supporting Materials _____ | 0 1 2 3 4 5 |
| 3. Delivery | |
| Extemporaneous delivery _____ | 0 1 2 3 4 |
| 5 | |
| Vocal Delivery _____ | 0 1 2 3 4 5 |
| Physical Delivery _____ | 0 1 2 3 4 5 |
| Time Limit _____ | 0 1 2 3 4 5 |
| 4. Outline _____ | 0 1 2 3 4 5 |

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| | <p>5. Visual Aids 0 1 2 3 4 5</p> <hr/> <p>Total Points from Instructor: _____</p> <p>Average of Points from Group Members: _____</p> <p>Final Marketing Presentation Grade: _____</p> |
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| Skill Objective: | Personal Responsibility: to include the ability to connect choices, actions and consequences to ethical decision-making |
| THECB Course Objective | <ol style="list-style-type: none"> 1. Demonstrate communication competence and critical thinking through an understanding of the foundational communication models. 2. Demonstrate essential public speaking skills in professional presentations. 3. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership, and performance appraisals. 4. Apply essential dyadic and small group processes as they relate to the workplace. 5. Utilize various technologies as they relate to competent communication. |
| Course Student Learning Outcome | <ol style="list-style-type: none"> 1. Demonstrate communication competence and critical thinking through an understanding of the foundational communication models. 2. Demonstrate essential public speaking skills in professional presentations. 3. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership, and |

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| | <p>performance appraisals.</p> <p>4. Apply essential dyadic and small group processes as they relate to the workplace.</p> <p>5. Utilize various technologies as they relate to competent communication.</p> |
| <p>General Learning Activities</p> | <p>Collaborative groups will be formed to research, organize, and prepare a marketing presentation that applies to the related employment field as chosen by the group. Students will incorporate PowerPoint, video, or other technologies in the presentation to appeal to their chosen target audience.</p> |
| <p>Assessment Must Include Assignment & Rubric</p> | <p>Final marketing presentation will be delivered and evaluated by instructor and members of each group. Evaluation rubric for presentation.</p> <p align="center">Evaluation for Group Marketing Presentation</p> <p>Name _____ Group _____</p> <p align="center">5-exceeds expectations 4-above average 3-meets requirements 2-below average 1-needs improvement 0-not demonstrated</p> <p>1. Organization</p> <p>Introduction _____ 0 1 2 3 4 5 Attention getter Motivates audience to listen Established credibility States Thesis</p> <p>Body _____ 0 1 2 3 4 5 Organization easy to follow Smooth transitions</p> <p>Conclusion _____ 0 1 2 3 4 5 Summarizes main ideas Memorable ending</p> <p>2. Content</p> <p>Variety of Supporting Materials _____ 0 1 2 3 4 5 Definitions Examples Statistical Evidence Explanations Comparisons Illustrations Expert Opinion Sources cited appropriately</p> |

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Sufficient Supporting Materials 0 1 2 3 4 5

3. Delivery

Extemporaneous delivery 0 1 2 3 4 5

Vocal Delivery 0 1 2 3 4 5

Physical Delivery 0 1 2 3 4 5

Time Limit 0 1 2 3 4 5

4. Outline 0 1 2 3 4 5

5. Visual Aids 0 1 2 3 4 5

Total Points from Instructor: _____

Average of Points from Group Members: _____

Final Marketing Presentation Grade: _____

Group Member Evaluation

Rate each group member according to the job he/she did for this project.
Give each group member anywhere from a 10 to a 1, with 10 being the
best.

Group Member 1
_____ Score _____

Group Member 2
_____ Score _____

Group Member 3
_____ Score _____

Group Member

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4 _____ Score _____

Respond to the following in detail about your group experience:

Description of who met and when:

Critical analysis of roles and leadership style:

Critical analysis of what worked:

Critical analysis of what did not work:

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| | <p>Critical analysis of what you learned from this assignment:</p> |
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