

# COMM M20: BUSINESS AND PROFESSIONAL SPEECH

**Originator**

rpetrello

**Co-Contributor(s)**
**Name(s)**

Mora, Priscilla (pmora)

**College**

Moorpark College

**Discipline (CB01A)**

COMM - Communication Studies

**Course Number (CB01B)**

M20

**Course Title (CB02)**

Business and Professional Speech

**Banner/Short Title**

Business &amp; Professional Speech

**Credit Type**

Credit

**Start Term**

Fall 2022

**Formerly**

COMM M56 - Business/Professnl SPCH

**Catalog Course Description**

Focuses on effective speaking skills needed in leadership positions, including an awareness of presentation techniques, group dynamics, argumentation and persuasion strategies, organizational structure, and interpersonal situations in the business environment. Builds on individual needs and interests.

**Taxonomy of Programs (TOP) Code (CB03)**

1506.00 - Speech Communication

**Course Credit Status (CB04)**

D (Credit - Degree Applicable)

**Course Transfer Status (CB05) (select one only)**

B (Transferable to CSU only)

**Course Basic Skills Status (CB08)**

N - The Course is Not a Basic Skills Course

**SAM Priority Code (CB09)**

E - Non-Occupational

**Course Cooperative Work Experience Education Status (CB10)**

N - Is Not Part of a Cooperative Work Experience Education Program

**Course Classification Status (CB11)**

Y - Credit Course

**Educational Assistance Class Instruction (Approved Special Class) (CB13)**

N - The Course is Not an Approved Special Class

**Course Prior to Transfer Level (CB21)**

Y - Not Applicable

**Course Noncredit Category (CB22)**

Y - Credit Course

**Funding Agency Category (CB23)**

Y - Not Applicable (Funding Not Used)

**Course Program Status (CB24)**

1 - Program Applicable

**General Education Status (CB25)**

Y - Not Applicable

**Support Course Status (CB26)**

N - Course is not a support course

**Field trips**

May be required

**Grading method**

(L) Letter Graded

**Alternate grading methods**

(O) Student Option- Letter/Pass

(P) Pass/No Pass Grading

**Does this course require an instructional materials fee?**

No

**Repeatable for Credit**

No

**Is this course part of a family?**

No

**Units and Hours**

**Carnegie Unit Override**

No

**In-Class**

**Lecture**

**Minimum Contact/In-Class Lecture Hours**

52.5

**Maximum Contact/In-Class Lecture Hours**

52.5

**Activity**

**Laboratory**

**Total in-Class**

**Total in-Class**

**Total Minimum Contact/In-Class Hours**

52.5

**Total Maximum Contact/In-Class Hours**

52.5

**Outside-of-Class**

**Internship/Cooperative Work Experience**

**Paid**

**Unpaid**

**Total Outside-of-Class**

**Total Outside-of-Class**

**Minimum Outside-of-Class Hours**

105

**Maximum Outside-of-Class Hours**

105

**Total Student Learning**

**Total Student Learning**

**Total Minimum Student Learning Hours**

157.5

**Total Maximum Student Learning Hours**

157.5

**Minimum Units (CB07)**

3

**Maximum Units (CB06)**

3

**Student Learning Outcomes (CSLOs)**

**Upon satisfactory completion of the course, students will be able to:**

- |   |   |
|---|---|
| 1 | demonstrate the ability to write and deliver an appropriately organized speech for a professional setting that effectively uses credible evidence to support claims made. |
| 2 | demonstrate effective interviewing skills.  |
| 3 | demonstrate effective meeting administration skills.  |

**Course Objectives**

**Upon satisfactory completion of the course, students will be able to:**

- |   |   |
|---|---|
| 1 | employ multiple organizational patterns for informative and persuasive presentations. |
| 2 | gather and synthesize research from both traditional and electronic sources.          |
| 3 | adapt presentations to address a variety of situational considerations.               |
| 4 | demonstrate a practical knowledge of presentation technologies.                       |
| 5 | demonstrate techniques of effective interviewing.                                     |
| 6 | construct an effective resume.  |

- 7 explain communication models used in the organizational setting.
- 8 demonstrate the ability to conduct an effective meeting.

## Course Content

### Lecture/Course Content

- 10.00% Basic Theories of Communication
  - Model of communication
  - Communication apprehension
- 15.00% Effective Techniques for Delivery
- 10.00% Effective Research Skills
  - Traditional research
  - Online research
  - Critical evaluation of research
- 15.00% Impromptu Speaking
  - Content
  - Organization
- 5.00% Audience Adaptation
- 15.00% Informative/Persuasive Presentations
  - Content
  - Organization
  - Presentation technologies
- 10.00% Group Dynamics
  - Organizational structure
  - Small group dynamics
- 10.00% Interviewing
  - Building an effective resume
  - Interview skills
  - Corrective interviews
- 10.00% Meetings
  - Preparation
  - Parliamentary procedure

### Laboratory or Activity Content

n/a

## Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression  
Skills demonstrations

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Essay exams  
Objective exams  
Skills demonstrations  
Other (specify)  
Classroom Discussion  
Participation  
Reports/Papers/Journals

### Other

Delivery of student written speeches that address the concerns of multiple audiences in an ethical manner.

## Instructional Methodology

Specify the methods of instruction that may be employed in this course

Distance Education  
Lecture

Other (specify)

**Specify other method of instruction**

Instructor-led discussion of adapting to cultural difference when speaking to shareholders and foreign subsidiaries.

**Describe specific examples of the methods the instructor will use:**

- Instructor will present course material through lectures.
- Instructor will present course material through supplemental articles and videos.
- Instructor will lead class discussions on relevant course topics.
- Instructor will provide detailed feedback on student presentations.

**Representative Course Assignments**

**Writing Assignments**

- create meeting agendas.
- construct a resume.
- compile an outline and works cited page for informative and persuasive speeches.

**Critical Thinking Assignments**

- prepare and give an Informative Speech.
- prepare and give a Persuasive Speech.
- conduct Employment/Corrective Interview(s).

**Reading Assignments**

- read articles on the role of presentation technology in the workplace.
- read articles on the role of audience adaptation.
- read articles on ethics in corporate communication

**Skills Demonstrations**

- conduct interviews
- present an informative speech
- present a speech of advocacy

**Outside Assignments**

**Representative Outside Assignments**

- attend and evaluate city council sessions.
- attend and evaluate prominent speeches (e.g., Thousand Oaks Civic Arts Plaza – Distinguished Speakers Series).

**Articulation**

**Equivalent Courses at 4 year institutions**

University	Course ID	Course Title	Units
CSU Channel Islands	COMM 225	Professional Communication	3
CSU Sacramento	COMS 5	The Communication Experience	3
CSU Long Beach	COMM 220	Elements of Organizational Communication	3

## **District General Education**

**A. Natural Sciences**

**B. Social and Behavioral Sciences**

**C. Humanities**

**D. Language and Rationality**

**E. Health and Physical Education/Kinesiology**

**F. Ethnic Studies/Gender Studies**

**Course is CSU transferable**

Yes

**CSU Baccalaureate List effective term:**

F1995

## **CSU GE-Breadth**

**Area A: English Language Communication and Critical Thinking**

**Area B: Scientific Inquiry and Quantitative Reasoning**

**Area C: Arts and Humanities**

**Area D: Social Sciences**

**Area E: Lifelong Learning and Self-Development**

**Area F: Ethnic Studies**

**CSU Graduation Requirement in U.S. History, Constitution and American Ideals:**

**IGETC**

**Area 1: English Communication**

**Area 2A: Mathematical Concepts & Quantitative Reasoning**

**Area 3: Arts and Humanities**

**Area 4: Social and Behavioral Sciences**

**Area 5: Physical and Biological Sciences**

**Area 6: Languages Other than English (LOTE)**

## **Textbooks and Lab Manuals**

**Resource Type**

Textbook

**Description**

DiSanza, James, and Nancy J. Legge (2011). *Business and Professional Communication: Plans, Processes, and Performance* (5th). Pearson.

**Resource Type**

Textbook

**Description**

Dodd, Carley H (2011). *Managing Business and Professional Communication* (3rd). Pearson.

**Library Resources**

**Assignments requiring library resources**

Research, using the Library's print and online resources, to gather background and other information for presentations.

**Sufficient Library Resources exist**

Yes

**Distance Education Addendum**

**Definitions**

**Distance Education Modalities**

- Hybrid (1%–50% online)
- Hybrid (51%–99% online)
- 100% online

**Faculty Certifications**

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

**Regular Effective/Substantive Contact**

**Hybrid (1%–50% online) Modality:**

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Regular Asynchronous discussion boards will be used to encourage discussion among students where they can compare and contrast/ discuss /identify and analyze elements of course outcomes. Other Discussion boards will also be used for Q&A and general class discussion by students and instructor to facilitate student learning outcomes.
E-mail	Email, class announcements and tools such as "Message Students Who" and "Assignment Comments" in Canvas will be used to regularly communicate with all students to clarify class content, remind of upcoming assignments, and provide immediate feedback to students on coursework to facilitate student learning outcomes. Students will be given multiple ways to email instructor through Canvas inbox and faculty provided email account through their own canvas email and school email.

Other DE (e.g., recorded lectures)	Faculty will use a variety of tools and media integrated within the LMS to help students reach SLO such as: Recorded Lectures, Narrated Slides, Screencasts Instructor created content MC Online Library Resources Canvas Peer Review Tool Canvas Student Groups (Assignments, Discussions) Websites and Blogs Multimedia (YouTube, Films on Demand, 3CMedia, Khan Academy, etc.)
Synchronous Dialog (e.g., online chat)	Online office hours Online group discussions
Video Conferencing	Video tools such as ConferZoom can be used to provide live synchronous sessions with students. ADA compliance will be upheld with Closed Captioning during the session or of the recorded session. Video Conferences will be used to facilitate SLOs and student-to-student group meetings will also be encouraged.
<b>Hybrid (51%–99% online) Modality:</b>	
<b>Method of Instruction</b>	<b>Document typical activities or assignments for each method of instruction</b>
Asynchronous Dialog (e.g., discussion board)	Regular Asynchronous discussion boards will be used to encourage discussion among students where they can compare and contrast/discuss /identify and analyze elements of course outcomes. Other Discussion boards will also be used for Q&A and general class discussion by students and instructor to facilitate student learning outcomes.
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Video Conferencing	Video tools such as ConferZoom can be used to provide live synchronous sessions with students. ADA compliance will be upheld with Closed Captioning during the session or of the recorded session. Video Conferences will be used to facilitate SLOs and student-to-student group meetings will also be encouraged.
<b>100% online Modality:</b>	
<b>Method of Instruction</b>	<b>Document typical activities or assignments for each method of instruction</b>
Asynchronous Dialog (e.g., discussion board)	Regular Asynchronous discussion boards will be used to encourage discussion among students where they can compare and contrast/discuss /identify and analyze elements of course outcomes. Other Discussion boards will also be used for Q&A and general class discussion by students and instructor to facilitate student learning outcomes.



E-mail	Email, class announcements and tools such as “Message Students Who” and “Assignment Comments” in Canvas will be used to regularly communicate with all students to clarify class content, remind of upcoming assignments, and provide immediate feedback to students on coursework to facilitate student learning outcomes. Students will be given multiple ways to email instructor through Canvas inbox and faculty provided email account through their own canvas email and school email.
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## Examinations

### Hybrid (1%–50% online) Modality

On campus  
Online

### Hybrid (51%–99% online) Modality

On campus  
Online

## Primary Minimum Qualification

COMMUNICATION STUDIES/SPEECH

## Review and Approval Dates

### Department Chair

12/04/2021

### Dean

12/08/2021

### Technical Review

11/04/2021

### Curriculum Committee

02/15/2022

### DTRW-I

MM/DD/YYYY

### Curriculum Committee

MM/DD/YYYY

### Board

MM/DD/YYYY

**CCCCO**

MM/DD/YYYY

**Control Number**

CCC000429763

**DOE/accreditation approval date**

MM/DD/YYYY