

CORE CURRICULUM COMPONENT APPLICATION

CORE COMPONENT AREA	Communication
COURSE TYPE	Existing Core
DEPARTMENT	Speech
COURSE RUBRIC & NUMBER	SPCH 1321
COURSE NAME	Business and Professional Speech
CATALOG DESCRIPTION	Study and application of communication within the business and professional context. Special emphasis will be given to communication competencies in presentations, dyads, teams and technologically mediated formats.. (From the ACGM).
NUMBER OF SECTIONS OFFERED/FALL	5
NUMBER OF SECTIONS OFFERED/SPRING	5
EXTIMATED ANNUAL ENROLLMENT	250
COURSE LEVEL	Freshman
CONTACT PERSON (dept. representative)	Jennifer Ramsey
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DEPARTMENT APPROVAL STATUS	Approved - Date 10/10/2013
CORE COMMITTEE COMMENTS (REQUEST FOR ADDITIONAL INFORMATION)	
CORE COMMITTEE APPROVAL STATUS	Select One - Date Click here to enter a date.

Best practices and accreditation guidelines generally place the faculty in a position of responsibility for curricular decisions.

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Indicate below how each learning objective will be supported, what strategies or activities will be used to introduce each objective and how student learning will be assessed.

***NOTE: Component Area Option –**

- A. A minimum of 3 SCH must meet the definition and corresponding Core Objectives specified in one of the foundational component areas
- B. As an option for up to 3 semester credit hours of the Component Area Option, an institution may select course(s) that:
 - i. Meet(s) the definition specified for one or more of the foundational component areas; and
 - ii. Include(s) a minimum of three Core Objectives, including Critical Thinking Skills, Communication Skills, and one of the remaining Core Objectives of the institution's choice.

#	THECB CORE OBJECTIVE "ICO"	PROGRAM GOALS/OUTCOMES	COURSE LEARNING OUTCOMES	KEY IDENTIFIERS	LEARNING EXPERIENCE	ASSESSMENT
1	<p>Critical Thinking Skills - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.</p> <p><i>Must be addressed in all core curriculum courses</i></p>	As a communication course in the core component area, this course will assess critical thinking, communication, team work, and personal responsibility.	1. Demonstrate communication competence and critical thinking through an understanding of the foundational communication models.	Instructor will present the communication model and discuss how to adapt messages to the audience, occasion and the task. Students will be taught to apply this model as they research, design and create persuasive presentations.	Students will conduct an audience analysis and apply the communication model in the creation of a 4-7 minute persuasive speech. A portfolio including audience analysis and research outline will be submitted in conjunction with the delivery of the speech.	This core objective will be assessed by an interdepartmental assessment committee using the Critical Thinking Rubric.
2	<p>Communication Skills - to include effective development,</p>	As a communication course in the core	3. Demonstrate written and oral competencies as it	Instructor will provide samples of ethical and	Students will extemporaneously deliver a 4-7 minute	This core objective will be assessed by an

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	<p>interpretation and expression of ideas through written, oral and visual communication.</p> <p><i>Must be addressed in all core curriculum courses</i></p>	<p>component area, this course will assess critical thinking, communication, team work, and personal responsibility.</p>	<p>relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership and performance appraisals.)</p>	<p>professional presentations. Instructor will conduct activities to assist students in delivering effective verbal and non-verbal messages. Instructor will demonstrate how to use presentation technology for research and delivery of presentations.</p>	<p>research based persuasive speech using presentation software and technology.</p>	<p>interdepartmental assessment committee using the Communication Rubric.</p>
3	<p>Empirical and Quantitative Skills - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions</p> <p><i>Must be addressed in all Mathematic, Life and Physical Sciences, AND Social & Behavioral Sciences component area core curriculum courses. Optional for all other component areas.</i></p>					
4	<p>Teamwork - to include the ability to consider</p>	<p>As a communication course in the core</p>	<p>4. Apply essential dyadic and small group processes as</p>	<p>Students will participate in collaborative</p>	<p>Students will submit a reflective analysis of own contributions</p>	<p>This core objective will be assessed by an</p>

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	<p>different points of view and to work effectively with others to support a shared purpose or goal.</p> <p><i>Must be addressed in all Communication, Life & Physical Sciences, and Creative Arts component area core curriculum courses. Optional for all other component areas.</i></p>	<p>component area, this course will assess critical thinking, communication, team work, and personal responsibility.</p>	<p>they relate to the workplace.</p>	<p>learning teams as they select topics, conduct audience analysis, and prepare presentations for delivery. Students will provide feedback to one another and collaborate with one another to ensure that each member of the team meets the objectives of the presentation rubric.</p>	<p>to the team, the contributions of other team members, and of the changes made in their presentations as a result of team collaboration.</p>	<p>interdepartmental assessment committee using the Teamwork Rubric.</p>
5	<p>Social Responsibility: to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities</p> <p><i>Must be addressed in all Language, Philosophy & Culture, Creative Arts, American History and Government/Political Science, and Social & Behavioral Sciences component area core curriculum courses. Optional for all other component areas.</i></p>					

6	<p>Personal Responsibility - to include the ability to connect choices, actions and consequences to ethical decision-making.</p> <p><i>Must be addressed in all Communication, Language, Philosophy & Culture, American History and Government/Political Science component area core curriculum courses. Optional for all other component areas.</i></p>	As a communication course in the core component area, this course will assess critical thinking, communication, team work, and personal responsibility.	6. Demonstrate effective cross-cultural communication.	Students will observe the presentations of other class members and analyze them for ethical and cross-cultural communication skills. They will also record their own speeches and reflect on their own growth as a communicator as well as the impact that their own message delivery had on the audience. Students will consider culture, ethnicity and gender in their analyses.	Students will submit a personal reflection of their own work as well as the presentations of other class members. Reflections will specifically examine the presence of ethical message delivery and the impact of communication choices upon both the speaker and the audience.	This core objective will be assessed by an interdepartmental assessment committee using the Personal Responsibility Rubric.
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Critical Thinking Skills

To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.

Must be addressed in all core courses

Communication Skills

To include effective development, interpretation and expression of ideas through written, oral and visual communication.

Must be addressed in all core courses

Empirical and Quantitative Skills

To include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.

Must be addressed in all core courses that satisfy the following requirements:

- Mathematics
- Life and Physical Sciences
- Social and Behavioral Sciences
- Some Component Area Options

Teamwork

To include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.

Must be addressed in all core courses that satisfy the following requirements:

- Communication
- Life and Physical Sciences
- Creative Arts
- Some Component Area Options

Social Responsibility

To include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national and global communities.

Must be addressed in all core courses that satisfy the following requirements:

- Language, Philosophy and Culture
- Creative Arts
- American History
- Government/Political Science
- Social and Behavioral Sciences
- Some Component Area Options

Personal Responsibility

To include the ability to connect choices, actions and consequences to ethical decision-making.

Must be addressed in all core courses that satisfy the following requirements:

- Communication
- Language, Philosophy and Culture
- American History
- Government/Political Science
- Some Component Area Options