

1. Course Title:

Business and Professional Speaking

COM345 – 4 Credits

4 hr Lecture per week

MET Core Program Requirement

Prerequisite: Permission

This is a Communication content course under ABET Criterion 5

2. Faculty Member Information:

Instructor: Yong Cao

Office: Des Moines Bldg 29, Rm 276

Phone: 206- 439-3800 x 3836

E-mail: caoy@cwu.edu

3. Course Description:

Oral communication in career and professional settings with focus on public presentations, briefings and persuasion.

4. Textbook and other required materials for the course:

Gregory, Hamilton. (2008). *Public Speaking for College & Career*. (8th edition).

New York: McGraw-Hill ISBN: 978-0-07-353423-7

5. Specific Learner and Expressive Outcomes and Assessment Strategies:

ABET Outcome Criteria #	Learner Outcomes	Assessment
	1. The student will be able to describe common analog communications modulation techniques.	The student will complete a written test and perform assignments.
	2. The student will be able to describe common digital modulation techniques.	The student will complete a written test and perform assignments.
	3. The student will be able to explain the operation of mobile telephone systems.	The student will complete a written test and perform assignments.

6. Course Topics and Schedule:

Week 1	Introduction to Public Speaking; Building Your Confidence
Week 2	Listening, Analyzing Your Audience, Outlining the Speech
Week 3	Speech of Self-Introduction, Developing Your Topic, Finding the Information
Week 4	Evaluating Information, Supporting Your Ideas, Speaking to Inform
Week 5	Preparing Effective Visual Aids, Organizing the Body of the Speech
Week 6	Informative Speech
Week 7	Special Types of Speeches, Speaking in Groups
Week 8	Communicating with Your Voice, Communicating with Your Body
Week 9	Special Occasion Speeches
Week 10	Persuasive Speech

7. Grading:

Participation/Attendance	100
Speech of Self-Introduction	70
<i>Speech</i>	(50)

	<i>Outline</i>	(10)	
	<i>Self Critique</i>	(10)	
Informative Speech			120
	<i>Speech</i>	(100)	
	<i>Outline</i>	(10)	
	<i>Self Critique</i>	(10)	
Special Occasion Speeches			70
	<i>Speech</i>	(50)	
	<i>Outline</i>	(10)	
	<i>Self Critique</i>	(10)	
Persuasive Speech			140
	<i>Speech</i>	(130)	
	<i>Outline</i>	(10)	
Total			500

Grading scale:

A = 450 B = 400 C = 350 D = 300 F = 299 and below

8. ADA Statement:

Students who have special needs or disabilities that may affect their ability to access information and or material presented in this course are encouraged to contact me or Robert Harden, ADA Compliance Officer, Director, ADA Affairs and Students Assistance on campus at 963-2171 for additional disability related educational accommodations.

Prepared by Roger Beardsley June 22, 2009