

Montgomery County Community College
 SPC 230
 Communication in Business Organizations
 3-3-0

COURSE DESCRIPTION:

A human performance course which introduces and builds the communication skills necessary for working within business and professional settings. Emphasis will be placed on developing a working knowledge of theory and improving skills for interviewing, working in groups and teams, and presentational speaking. This course is suggested for students in business and communication as well as members of the community who are involved in organizations.

REQUISITES:*Previous Course Requirements*

- ENG 010A Basic Writing or ENG 011 Basic Writing II or ESL 011 ESL Basic Writing II
- ESL 009 English as a Second Language: Oral for students who place into ESL courses
- REA 011 Fundamentals of College Reading or REA 017 - Vocabulary and Reading Comprehension Development II

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Describe the basic principles of organizational theory and identify the components of organizations.	Assigned Reading Lecture/Discussion	Exams
2. Explain the dynamic nature of communication and the process involved.	Assigned Reading Lecture/Discussion	Exams
3. Apply communication theory in analyzing and evaluating situations within organizational environments.	Assigned Reading Research Resources Case Studies Simulations Lecture/Discussion	Exams

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
4. Analyze the upward and downward flows of communication within organizations and describe ways to improve these.	Assigned Reading Research Resources Case Studies Simulations Lecture/Discussion	Exams
5. Demonstrate effective listening skills and evaluate the role of listening in communication situations.	Assigned Reading Research Resources Case Studies Simulations Lecture/Discussion	Interview Report
6. Analyze the nonverbal influences in interpersonal communication situations.	Assigned Reading Research Resources Case Studies Simulations Lecture/Discussion	Interview Report
7. Demonstrate skills in planning and conducting various types of interviews.	Assigned Reading Research Resources Case Studies Simulations Lecture/Discussion	Interview Report
8. Prepare, present, and evaluate informative and persuasive speech presentations.	Assigned Reading Research Resources for Presentations Lecture/Discussion	Informative Speech Persuasive Speech
9. Analyze the nature of group interaction and demonstrate skills in effective participation and leadership in small group discussions and conferences.	Assigned Reading Research Resources Case Studies Lecture/Discussion	Team Project

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Communication Theory
2. Organizational Theory and Communication
3. Listening
4. Nonverbal Messages/Intercultural Communication
5. Principles of Interviewing/Types of Interviews
6. Preparing, Organizing and Delivering Presentations
7. Group Process in Organizations
8. Conducting Meetings

LEARNING MATERIALS: update if needed

Textbook:

Adler, Ronald B. and Jeanne M. Elmhorst. *Communicating at Work: Principles and Practices for Business and the Professions* (10th ed.). McGraw Hill.

Handouts will be used to provide a theoretical basis for classroom discussion.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Dr. Tobi Mackler	Date: 12/1994
Revised by: Dr. Tobi Mackler	Date: 2005
VPAA/Provost Compliance Verification: Dr. John C. Flynn, Jr.	Date: 6/22/2005

Revised by: Tom Donlan	Date: 5/30/2013
Revised by: Tom Donlan	Date: 2/2014
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 2/3/2014

Revised by: Tom Donlan	Date: 11/17/2017
VPAA/Provost or designee Compliance Verification:	Date: 2/2/2018



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.