

# General Education Course Objectives and Learning Outcomes

Course

Name: Business & Professional Speaking

Course Number: COMM 2173

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Department:

Communication &  
Journalism

**COMMON COURSE OBJECTIVES AND STUDENT LEARNING OUTCOMES THAT ARE OR WILL BE LISTED ON THE SYLLABUS OF EVERY SECTION OF THIS COURSE:**

<i>Course objectives:</i>	<ul style="list-style-type: none"> <li>• Applying message strategies to specific oral &amp; written contexts for situated audiences.</li> <li>• Developing relational and task communication skills needed for successful group work.</li> <li>• Analyzing different leadership skills &amp; how those apply to different workplace contexts.</li> </ul>
<i>Student learning outcomes:</i>	<ul style="list-style-type: none"> <li>• Students will create &amp; deliver a self-promotion pitch applicable for a job fair</li> <li>• Students will write a targeted resume and application letter for their career focus</li> <li>• Students will use interviewing techniques to gain confidence in a job interview</li> <li>• Students will apply their knowledge of group processes as they research, write, and present an informational presentation on a Fortune 500 company.</li> <li>• Students will work either individually or as a group to create a targeted, persuasive presentation.</li> <li>• Students will use either (1) Functional Theory of Leadership or (2) Three-Dimensional Theory of Leadership to analyze a workplace-related communication problem.</li> </ul>

**ADHE ACTS INFORMATION FOR THIS COURSE (IF APPROPRIATE)**

<i>ACTS Course number:</i>	Not Applicable
<i>Copy the ACTS course objectives and learning outcomes:</i>	

**WHICH ATU GENERAL EDUCATION GOALS DOES THIS COURSE FULFILL? (NO MORE THAN TWO)**

<input type="checkbox"/> <b>Communicate effectively</b> <ul style="list-style-type: none"> <li>○ Written communication</li> <li>○ Oral communication</li> </ul> <input type="checkbox"/> Think critically <input checked="" type="checkbox"/> <b>Develop ethical perspectives</b> <ul style="list-style-type: none"> <li>○ Diversity</li> <li>○ Empathy</li> <li>○ Leadership</li> </ul> <input type="checkbox"/> Apply scientific and quantitative reasoning <ul style="list-style-type: none"> <li>○ Scientific reasoning</li> <li>○ Quantitative reasoning</li> </ul> <input type="checkbox"/> Apply the value of the arts and humanities
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Practice civic engagement

**DESCRIPTION OF HOW THIS COURSE MEETS THE GENERAL EDUCATION GOALS CHOSEN ABOVE  
(TO BE INCLUDED ON THE SYLLABUS OF EVERY SECTION OF THIS COURSE)**