

Bossier Parish Community College

Syllabus

Course Prefix and Number: BADM 221

Credit Hours: 3

Course Title: Business and Professional Speaking

Course Prerequisites: ENGL 101 and CIS 105.

TEXTBOOK: Communicate! by Verderber, Kathleen S., Verderber, Rudolf F., & Sellnow, Deanna D.; Cengage. Please refer to the BPCC bookstore for the current edition.

Course Description: Develops the student's ability to plan and deliver professional business messages with visual aids. Emphasis is placed on developing public speaking skills, using modern techniques in visual aids and presentation software, and working in teams.

Learning Outcomes:

At the end of this course, students will

- A. demonstrate understanding of the communication process and audience and message analysis
- B. apply research skills in planning and writing original and ethical business content
- C. practice using presentation software
- D. deliver individual and team presentations

To achieve the learning outcomes, the students will

(The letter designations at the end of each statement refer to the learning outcome(s).)

- 1. evaluate the audience and speaking situation (A)
- 2. use a sequential speech planning process to create content for presentations (B)
- 3. research student and instructor selected presentation topics (B)
- 4. use various presentation programs to create visual aids (C)
- 5. deliver presentations on an assigned topic (A, B, C, D)

Course Requirements:

1. Students will deliver a minimum of four presentations per semester, including two individual and two team presentations. Points will be earned from the research process, visual aid creation, and speech delivery.
2. Students must have access to Microsoft Word and Power Point software programs and the textbook.

Course Grading: All points earned from assignments are totaled to see where that value falls in the following scale based upon a ten-point grading scale:

90 – 100 %	A	60 – 69 %	D
80 – 89 %	B	Below 60 %	F
70 – 79 %	C		