

**Course Objectives/Course Outline**  
**Spokane Community College**

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**Course Title: Business and Professional Communication**

**Prefix and Course Number: CMST 287 (3-5 credits)**

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**Course Learning Outcomes:**

**By the end of this course, a student should be able to:**

- Understand organizational theory and history
- Analyze communication issues and solve problem areas
- Appraise their own, as well as others', communication performance within an organization
- Work in teams
- Develop specific communication competencies/skills to increase their ability to interact successfully (i.e. conflict management skills, handling criticism, interviewing skills, listening skills, meeting management, public speaking skills)

**Course Outline:**

**I. For a 3 credit course:**

**A. Importance of Communication**

1. Understanding your own communication competencies
2. Communication networks: formal and informal networks and how to improve information flow

**B. Communication, culture, and work**

1. Internal and external cultural diversity and communication
2. Gender communication differences/working together successfully

**C. Interpersonal communication in an organizational setting**

1. Verbal and nonverbal communication
2. Listening
3. Positive attitude, motivation, quality of work life
4. Conflict resolution

**D. Working in Teams**

1. Characteristics of teams
2. Leadership

**E. Making effective presentations**

1. Developing and organizing information
2. Verbal and visual support
3. Delivery of the presentation/overcoming nerves
4. Informative strategies

**For a 4 credit course:**

**A. Importance of Communication**

1. Understanding your own communication competencies
2. Communication networks: formal and informal networks and how to improve information flow

**B. Communication, culture, and work**

1. Cultural diversity and communication
2. Gender communication differences/working together successfully
3. Organizational culture-do you fit in?

**C. Interpersonal communication in an organizational setting**

1. Verbal and nonverbal communication
  2. Listening
  3. Appraisals: Giving and receiving criticism
  4. Positive attitude, motivation, quality of work life
  5. Conflict resolution
- D. Working in Teams
1. Characteristics of teams
  2. Leadership
- E. Making effective presentations
1. Developing and organizing information
  2. Verbal and visual support
  3. Delivery of the presentation/overcoming nerves
  4. Informative/Persuasive strategies

For a 5 credit course:

- A. Importance of Communication
1. Understanding your own communication competencies
  2. Communication networks: formal and informal networks and how to improve information flow
- B. Communication, culture, and work
1. Cultural diversity and communication
  2. Gender communication differences/working together successfully
  3. Sexual harassment
  4. Organizational culture-do you fit in?
- C. Interpersonal communication in an organizational setting
1. Verbal and nonverbal communication
  2. Listening
  3. Appraisals: Giving and receiving criticism
  4. Positive attitude, motivation, quality of work life
  5. Climate/Defensiveness
  6. Conflict resolution
- D. Working in Teams
1. Characteristics of teams
  2. Leadership
  3. Effective meeting management
- E. Making effective presentations
1. Developing and organizing information
  2. Verbal and visual support
  3. Delivery of the presentation/overcoming nerves
  4. Informative/Persuasive strategies
  5. Presenting in teams