Common Course Outline
CMNS 205
Business & Professional Communication
3 Credits

Community College of Baltimore County

Description

CMNS 205– Business & Professional Communication provides theory about and practice in approaches to organizational and workplace communication, including formal group meeting planning and execution, leadership styles and influences, conflict resolution strategies, and critical listening. Students demonstrate skills in presentational speaking, interviewing, and creating business reports. The emphasis in this course is on oral communication analysis and performance.

3 Credits

Prerequisites: CMNS 101 or approval of department chair or program coordinator

Overall Course Objectives

Upon successful completion of this course, students will be able to:

1. analyze significant differences between theoretical models of organizational structure and communication in professional and business settings;
2. explain the historical evolution of approaches to communication in professional and business settings;
3. distinguish among various ethical approaches to the formation and delivery of business-related messages;
4. apply knowledge of perception and listening skills to the formation and delivery of business-related messages;
5. analyze the communication impact of individual behavior and the nature of relationships and roles within organizations;
6. formulate strategies that assess and address diversity differences that foster positive communication within organizations;
7. demonstrate competence in creating and delivering a variety of effective organizational communications, including oral reports, interviews, job descriptions, training materials, meeting agendas, sales presentations, and group discussions;
8. demonstrate the use of effective research skills appropriate to business presentations;
9. demonstrate effective use of the most appropriate technology in a variety of professional settings;
10. identify techniques to ensure effective meetings through a balance of structure and interaction;

11. analyze the effective use of conflict resolution strategies in a variety of organizational settings;
12. explain the effects of various leadership styles on effective problem-solving in organizations; and
13. demonstrate critical analysis skills in providing feedback on workplace presentations.

Major Topics

I. Historical Approaches to Communication in Organizations
II. Ethics
    A. Questions and Approaches to Ethics
    B. Ethical Messages in Organizations
III. Communication Models
IV. Audience Analysis
V. Diversity in Organizations
VI. Technology in Organizational Presentations
VII. Interviewing
VIII. Types of Business Presentations
IX. Research and Organization of Content
X. Effective Verbal and Nonverbal Delivery
XI. Small Groups in Organizations
XII. Critical Listening
XIII. Conflict Resolution
XIV. Problem-Solution Formats
XV. Leadership Theories

Course Requirements

Grading procedures will be determined by individual faculty members but will include the following:

Grading/Exams:
- minimum of 2 written tests
- minimum of 3 oral presentations using professional level audio-visual aids: at least one must be group-related and at least 2 must require the use of academic research sources
- a minimum of 1 research or critical analysis paper
- minimum of 1 substantive, assessed assignment as defined by instructor, such as a group project, analysis of communication simulations, reflective paper, and/or journal

Written Assignments:
Students are required to use appropriate academic resources.

Other Course Information: This course is a requirement for the Communication and Media Studies Area of Concentration.