

BUSN.250: Business Communications & Professional Development Fall 2024

Course Information

Instructor:	Adam Navarro
Credits (Clock Hours):	4
Lecture Day(s)/Time:	Tuesday / Thursday 6:00 – 7:10 PM EST
Lecture Location:	#auditorium

Professor Contact Information

Professor Name:	Adam Navarro
Email Address:	anavarro@faculty.campus.edu (please allow 72 hours to respond)
Office Hours Days/Time:	4-6 PM EST (Eastern Standard Time)
Office Hour Location:	#Adams Office
Schedule Office Hours Here:	https://calendly.com/adamnavarro/office-hours

Teaching Assistant(s) Contact Information

TA(s) Name:	Bobbie Bell
Email Address(es):	bobbie.bell@ta.campus.edu
Office Hours Days/Time(s):	9am - 10am PST / 12pm - 1pm EST on Fridays (by appointment via my Calendly link)
Office Hour Location(s):	Rooms → bobbie's-office
Schedule Office Hours Here:	https://calendly.com/bobbiembell

Teaching Assistant(s) Contact Information

TA(s) Name:	Noam Crispel (she/her)
Email Address(es):	ncrispel@ta.campus.edu



Office Hours Days/Time(s):	4:15-4:45 PM PST / 7:15-7:45 EST on Tuesdays and Thursdays (by appointment via my Calendly link)
Office Hour Location(s):	Rooms → noam's-office-hours
Schedule Office Hours Here:	https://calendly.com/ncrispel-ta/15min

Teaching Assistant(s) Contact Information

TA(s) Name:	Sionna Lyda
Email Address(es):	sionna.lyda@student.ctuonline.edu
Office Hours Days/Time(s):	Monday 4PM-5PM
Office Hour Location(s):	
Schedule Office Hours Here:	

Teaching Assistant(s) Contact Information

TA(s) Name:	Michelle Yeh
Email Address(es):	designwithmich@gmail.com
Office Hours Days/Time(s):	5:15pm - 5:45pm Tues by appointment via Calendly
Office Hour Location(s):	Rooms → michelle's-office
Schedule Office Hours Here:	https://calendly.com/designwithmich/michellesoffice

Grade Breakdown

Introduction Speech	5%
Interview Speech	5%
Syllabus Quiz	5%
Resume	5%
Informative Speech	15%
Persuasive Speech	20%
Midterm	10%
Final Exam	15%
Attendance	10%

Grading Standards

The comprehensive Campus-wide grading standards can be found in the [Student Handbook](#).

Campus uses the following grade scale for

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



Grade Breakdown

Participation Quizzes

10%

Grading Standards

Course Materials

Textbooks:

Speak for Yourself: An Introduction to Public Speaking by *Adam Navarro*.
(ZCT) Apple iBooks version Available [here](#)
(ZCT) PDF Version available [here](#)

BUSN.250 Business Communications & Professional Development

Summer 2024

Course Description: This course provides a comprehensive introduction to effective business communication strategies. Students will learn to create clear, concise, informative and persuasive messages tailored to various business contexts. The curriculum covers verbal and non-verbal communication, audience analysis, storytelling, and presentation skills. By the end of the course, students will be proficient in crafting impactful speeches that drive business success.

Course Outcomes

Outcome 1: Master the principles of effective business communication.

Related Skills: Develop clear and persuasive business messages tailored to specific audiences.

Outcome 2: Enhanced public speaking and presentation skills.

Related Skills: Demonstrate effective presentation skills, including the use of visual aids and storytelling techniques.

Outcome 3: Utilize storytelling to create engaging and memorable business messages.

Related Skills: Apply nonverbal communication techniques to enhance message delivery and audience engagement.

Outcome 4: Apply audience analysis techniques to tailor communications

Related Skills: Analyze and adapt communication strategies based on audience feedback and cultural considerations.

Outcome 5: Demonstrate proficiency in both written and verbal business communications

Related Skills: Develop skills in both written and verbal business communications.

Course Outline

Times and days in this syllabus including assignment due dates and times refer to Eastern Standard Time (EST or EDT). If you are not located in EST or EDT, you must translate dates and times to your time zone.

As the quarter progresses, the following weekly outline is subject to revision. Changes will be reflected in this syllabus which will be stored in Campus in the Course Group under "Files"



1. Introduction to Business Communication and Community Building

Day of Oct 8 (Tue):	Focus:	Overview of Course Syllabus/Expectations, Student Codes of Conduct, meet positive buddy, Introduction Speech
	Course Outcomes Addressed:	Course Outcome #1: Students practice crafting persuasive, audience-tailored messages. Course Outcome #2: The Introduction Speech improves presentation skills through storytelling. Course Outcome #3: Students use personal narratives to create compelling and memorable speeches.
	Homework:	Read Syllabus
	Assignments:	Syllabus Quiz Due Begin Introduction Speech

2. Developing Personal Speaking Styles

Day of Oct 10 (Thur):	Focus:	Continue Introduction Speech
	Course Outcomes Addressed:	Course Outcome #4: The Introduction Speech encourages adapting messages based on audience analysis and cultural considerations. Course Outcome #5: Preparation and delivery of the speech enhance both written and verbal communication skills.
	Homework:	Read Chapter 1 (Becoming a Public Speaker).
	Assignments:	Complete Introduction Speeches

3. Foundations of Effective Business Communication Principles

Day of Oct 15 (Tue):	Focus:	Discuss Chapter 1 (Becoming a Public Speaker).
	Course Outcomes Addressed:	Course Outcome #1: The lecture highlights mastering business communication by discussing public speaking principles and audience-focused messaging. Course Outcome #4: The lecture explores the role of audience analysis in effective communication, emphasizing its impact on career-focused public speaking and culturally appropriate messaging.
	Homework:	Read Chapter 5 (Listeners and Speakers).
	Assignments:	Watch TED Talk: How to speak so that people want to listen Quiz #1 Due

4. Mastering Listening Skills

Day of Oct 17 (Thur):	Focus:	Discuss Chapter 5 (Listeners and Speakers).
	Course Outcomes Addressed:	Course Outcome #2: Analyzing Julian Treasure's speech on listening offers practical insights into effective delivery techniques, including body language, pacing, and sincerity.



		Course Outcome #4: This lecture focuses on listening styles, equipping students with the ability to analyze their audience's listening behaviors, which are essential for tailoring speeches that can effectively reach and engage an audience.
	Homework:	Read Chapter 3 (Managing Speech Anxiety), Chapter 16 (Language), Chapter 17 (Methods of Delivery), Chapter 18 (The Voice), Chapter 19 (The Body).
	Assignments:	Have a copy of your favorite song or poem handy. Quiz #2 Due

5. Optimizing Speech Delivery: Managing Anxiety and Mastering Communication Techniques

Day of Oct 22 (Tue):	Focus:	Discuss Chapter 3 (Managing Speech Anxiety), Chapter 16 (Language), Chapter 17 (Methods of Delivery), Chapter 18 (The Voice), Chapter 19 (The Body).
	Course Outcomes Addressed:	Course Outcome #2: Practical strategies for managing nervousness can improve overall performance during speeches, supporting the goal of enhanced public speaking and presentation skills.
	Homework:	Prepare Interview Speech
	Assignments:	Prepare Interview Speech Prepare Resume

6. Perfecting the Interview Speech: Communicating with Clarity and Confidence

Day of Oct 24 (Thur):	Focus:	Interview Speech Due Resume Due
	Course Outcomes Addressed:	Course Outcome #1: The grading criteria of "passion, organization, and enthusiasm" are essential for crafting clear, structured, and engaging business communications tailored to specific audiences. Course Outcome #2: The interview speech directly applies public speaking skills by requiring students to succinctly present themselves and their qualifications, a crucial ability in business settings. Course Outcome #4: The discussion emphasizes the importance of audience analysis and tailoring communication strategies to accommodate varied generational and cultural backgrounds.
	Homework:	Read Chapter 2 (Overview Speech), Chapter 4 (Ethical Public Speaking), Chapter 6 (Analyzing the Audience), Chapter 21 (Informative Speaking).
	Assignments:	Interview Speech Due Resume Due Quiz #3 Due

7. Integrating Ethos, Pathos, and Logos into Business Communication

	Focus:	Discuss Chapters Chapter 2 (Overview Speech), Chapter 4 (Ethical Public Speaking), Chapter 6 (Analyzing the Audience),
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Day of Oct 29 (Tue):		Chapter 21 (Informative Speaking). Overview of Informative Speech Assignment.
	Course Outcomes Addressed:	Course Outcome #2: The segment on ethos, pathos, and logos teaches how to craft persuasive business presentations using storytelling and logical arguments. Course Outcome #3: The lecture highlights how storytelling and nonverbal skills, enhance the impact of business messages. Course Outcome #4: The discussion underscores the need to adapt communication strategies based on audience expectations and cultural backgrounds.
	Homework:	Read Chapter 7 (Selecting a Topic and Purpose), Chapter 8 (Developing Supporting Material), Chapter 9 (Locating Supporting Material), Chapter 20 (Presentation Aids).
	Assignments:	None Quiz #4 Due

8. Enhancing Business Communication through Effective Source Selection and Audience Analysis

Day of Oct 31 (Thur):	Focus:	Discuss Chapter 7 (Selecting a Topic and Purpose), Chapter 8 (Developing Supporting Material), Chapter 9 (Locating Supporting Material), Chapter 20 (Presentation Aids).
	Course Outcomes Addressed:	Course Outcome #1: This lecture enhances business communication by promoting the use of diverse and reliable sources to develop clear and persuasive messages tailored to specific audiences. Course Outcome #2: Our discussion on recognizing source bias and ensuring material relevance aids in effectively tailoring communications through audience analysis techniques. Course Outcome #5: By promoting the rigorous evaluation of sources and ethical information presentation, the lecture supports proficiency in written and verbal business communications, ensuring messages are well-crafted, ethical, and accurate.
	Discussion/Additional Instruction:	Review "Banned" Topics.
	Homework:	Research informative speech topics
	Assignments:	Determine Informative Topic. You must have three topics selected for approval Quiz #5 Due

9. Enhancing Virtual Communication Skills, Topic Approval

Day of Nov 5 (Tue)	Focus:	Virtual Communication, Topic Approval
	Course Outcomes Addressed:	Course Outcome #1: This lecture supports the enhancement of business communication by encouraging the strategic use of diverse and reliable sources to develop persuasive and clear messages tailored to specific virtual audiences. Course Outcome #2: Our session on virtual communication emphasizes recognizing source bias and ensuring material relevance to effectively tailor communications for diverse online



		<p>audiences.</p> <p>Course Outcome #5: By promoting the thorough evaluation of sources and the ethical presentation of information, we support proficiency in both written and verbal business communications in virtual settings, ensuring messages are accurately conveyed and ethically sound.</p>
	Discussion/Additional Instruction:	<p>Topic Approval. Your topic must be approved by me. You will read three researched-based topics for today. I may ask you to cite your research orally to make sure it is credible. The class will vote on what speech they want to hear and that is the topic you will do.</p>
	Homework:	<p>Read Chapter 10 (Internet Research), 11 (Citing Sources in Your Speech).</p>
	Assignments:	<p>Informative Topic Due. You must have three topics selected for approval.</p>

10. Ethical Citation Practices		
Day of Nov 7 (Thur):	Focus:	Citation Activity
	Course Outcomes Addressed:	<p>Course Outcome #1: Guidance on topic selection, source credibility, and ethical material use enhances the crafting of effective, audience-tailored business messages.</p> <p>Course Outcome #5: Emphasizing ethical information presentation, source evaluation, and structured speech development ensures proficient, credible written and verbal business communications.</p>
	Homework:	<p>Read Chapters 12 (Organization), 13 (Organizational Patterns), 14 (Outlining the Speech), and 15 (Introducing and Concluding the Speech)</p>
	Assignments:	Citation Activity Due
11. Mastering the Art of Speech Organization		
Day of Nov 12 (Tue):	Focus:	<p>Discuss Chapters 12 (Organization), 13 (Organizational Patterns), 14 (Outlining the Speech), and 15 (Introducing and Concluding the Speech)</p>
	Course Outcomes Addressed:	<p>Course Outcome #1 The emphasis on organized presentation and the adverse effects of disorganization directly support effective business communication by promoting clarity, reducing listener anxiety, and improving message retention.</p> <p>Course Outcome #2 Organized speeches enhance speaker credibility and audience understanding, contributing to improved public speaking and presentation skills.</p> <p>Course Outcome #3 By structuring speeches with a clear narrative (introduction, body, conclusion), speakers can better engage the audience, making the communication more memorable and impactful.</p> <p>Course Outcome #4 Understanding that audiences prefer</p>



		organized and coherent information supports the customization of communications to meet audience preferences and expectations. Course Outcome #5 The structured approach to speech-making ensures that both written preparations and verbal deliveries are coherent and logically sequenced, enhancing overall communication proficiency.
	Homework:	Read Chapters 12 (Organization), 13 (Organizational Patterns), 14 (Outlining the Speech), and 15 (Introducing and Concluding the Speech)
	Assignments:	Begin Writing Informative Speech Drafts

12. Structured Communication: From Draft to Delivery

Day of Nov 14 (Thur):	Focus:	Midterm Due First Draft Due.
	Course Outcomes Addressed:	Course Outcome #1: The session streamlines communication by emphasizing structured outlining for clearer, more persuasive business messages. Course Outcome #2: The workshop enhances public speaking skills by correcting common errors and incorporating peer feedback for clearer and more credible presentations. Course Outcome #3: By focusing on smooth transitions and effective attention-getters, the workshop uses narrative techniques to make business communications engaging and memorable. Course Outcome #4: Interactive peer feedback during the workshop helps tailor messages to meet audience expectations effectively. Course Outcome #5: The session boosts proficiency in business communications through rigorous source citation, proofreading, and adherence to structured outlining standards.
	Homework:	Complete Midterm. Complete Informative Outline. Prepare final drafts and speeches for the next class. Rehearse Informative Speech.
	Assignments:	All revised student outlines are collected on 11/14/2024. Must submit a copy in Word, PDF or google docs (must grant access). The instructor will not accept hand written drafts of outlines that are through email. If you want credit for the assignment, you must turn in an outline and do the speech.

13. Informative Speeches Due

Day of Nov 19 (Tue):	Focus:	All Final Drafts Informative Outlines Due Speeches Due (Group A)
	Course Outcomes Addressed:	Course Outcome #1: The requirements ensure that students learn to present clear, well-structured, and



		<p>persuasive business messages.</p> <p>Course Outcome #2: Criteria directly enhance public speaking skills by encouraging students to present clearly and credibly.</p> <p>Course Outcome #5: The guidelines ensure that students adhere to professional standards in both written and verbal communications.</p>
	Discussion/Additional Instruction:	Students are required to attend all days of Speech Days. Even if you are not presenting today, you must still attend and listen to each other's speeches. Each student speech missed will result in a letter grade deduction
	Homework:	None
	Assignments:	All Final Drafts Informative Outlines Due Speeches Due (Michelles Group)

14. Informative Speeches Due

Day of Nov 21 (Thur):	Focus:	Informative Speeches Due (Noams Group) Persuasive Speech Topic Criteria
	Course Outcomes Addressed:	<p>Course Outcome #1: The requirements ensure that students learn to present clear, well-structured, and persuasive business messages.</p> <p>Course Outcome #2: Criteria directly enhance public speaking skills by encouraging students to present clearly and credibly.</p> <p>Course Outcome #5: Strict guidelines ensure that students adhere to professional standards in both written and verbal communications.</p>
	Discussion/Additional Instruction:	Students are required to attend all days of Speech Days. Even if you are not presenting today, you must still attend and listen to each other's speeches. Each student speech missed will result in a letter grade deduction
	Homework:	Read Chapter 22 (Persuasion)
	Assignments:	Be ready to have persuasive topic approved

15. Persuasive Speaking

Day of Nov 26 (Tue)	Focus:	Discuss Chapter 22 (Persuasion) Overview of Persuasive Speech Assignment.
	Course Outcomes Addressed:	<p>Course Outcome #1: The lecture introduces persuasive speaking by explaining its role in influencing attitudes, values, beliefs, and actions, crucial for effective business communication.</p> <p>Course Outcome #5: The lecture explains how the internet expands the reach and impact of persuasive speeches, demonstrating how digital platforms enhance communication accessibility and effectiveness.</p>



	Homework:	Determine persuasive speech topic
	Assignments:	Topic Approval Quiz #6 Due

16. Thanksgiving (No Class)

17. Logical Fallacies

Day of Dec 3 (Tue)	Focus:	Discuss Fallacies
	Course Outcomes Addressed:	Course Outcome #1: Understanding fallacies improves students' ability to construct arguments that are clear and devoid of logical errors, enhancing their overall communication effectiveness. Course Outcome #3: Introducing syllogism and enthymeme helps students create logically compelling and engaging speeches that use storytelling to deliver impactful and memorable business communications. Course Outcome #5: The Toulmin model of argumentation, emphasizing claim, grounds, and warrant, teaches students to methodically structure their arguments, enhancing the coherence, support, and logic of their business communications.
	Homework:	Complete First Draft of Persuasive Speech Outline.
	Assignments:	Argumentation Activity In Class Quiz #7 Due

18. Persuasive First Drafts Due

Day of Dec 5 (Thur):	Focus:	First Draft Due.
	Course Outcomes Addressed:	Course Outcome #1: The session streamlines communication by emphasizing structured outlining for clearer, more persuasive business messages. Course Outcome #2: The workshop enhances public speaking skills by correcting common errors and incorporating peer feedback for clearer and more credible presentations. Course Outcome #3: By focusing on smooth transitions and effective attention-getters, the workshop uses narrative techniques to make business communications engaging and memorable. Course Outcome #4: Interactive peer feedback during the workshop helps tailor messages to meet audience expectations effectively. Course Outcome #5: The session boosts proficiency in business communications through rigorous source citation, proofreading, and adherence to structured outlining standards.
	Homework:	Complete Persuasive Speech Outline.
	Assignments:	All revised student outlines are collected on 12/10/2024. Must submit a copy in Word, PDF or google docs (must grant



access). The instructor will not accept rough drafts of outlines that are through email. If you want credit for the speech, you must turn in an outline and do the speech.

19. Persuasive Speech Outlines and Speeches Due

Day of Dec 10 (Tue):	Focus:	All Final Draft Persuasive Outlines Due (Bobbies Group) Speeches Due
	Course Outcomes Addressed:	Course Outcome #1: The requirements ensure that students learn to present clear, well-structured, and persuasive business messages. Course Outcome #2: Criteria directly enhance public speaking skills by encouraging students to present clearly and credibly. Course Outcome #5: Strict guidelines ensure that students adhere to professional standards in both written and verbal communications.
	Discussion/Additional Instruction:	Students are required to attend all days of Speech Days. Even if you are not presenting today, you must still attend and listen to each other's speeches. Each student speech missed will result in a letter grade deduction

20. Persuasive Speech Due

Day of Dec 12 (Thur):	Focus:	(Sionnas Group) Speeches Due
	Course Outcomes Addressed:	Course Outcome #1: The requirements ensure that students learn to present clear, well-structured, and persuasive business messages. Course Outcome #2: Criteria directly enhance public speaking skills by encouraging students to present clearly and credibly. Course Outcome #5: Strict guidelines ensure that students adhere to professional standards in both written and verbal communications.
	Discussion/Additional Instruction:	Students are required to attend all days of Speech Days. Even if you are not presenting today, you must still attend and listen to each other's speeches. Each student speech missed will result in a letter grade deduction

21. Finals Week

Week of Dec 16 - 19	Course Outcomes Addressed:	No face to face instruction
	Final Assignment/Exams:	Final Exam (Dec16 – 19 th)

Attendance & Camera Policy

Synchronous classes allow for engaged discourse, peer-to-peer learning, and the development of a highly interactive and trusting learning community. Fostering dynamic learning environments would not be possible without live attendance. Collaborating with peers and engaging in meaningful discussions



about challenging content is critical to student achievement, constructing knowledge, and the quality student's overall learning experience.

All Campus courses have a uniform attendance policy.

Active attendance, defined as being present in class with the camera on, is worth 10% of a student's grade in each course and class attendance is recorded every class session (lecture and TA discussion sections). Students who fail to attend, arrive late, or leave early will lose points for that class period. Students who do not have their camera on, and who do not have a camera policy exception, may be marked absent for that class period.

Students are expected to attend and participate in every live class meeting.

- Four credit (4) courses meet three times per week (2 lecture sessions, 1 discussion section)
- One and two credit (1-2) courses meet once per week (1 lecture session)

Students seeking an excused absence should first speak with their TA and/or instructor about the cause of their absence. Granting of an excused absence is at the discretion of the teaching team.

If regular unexcused absences occur, the student's Support Coach will schedule a mandatory meeting with the student to discuss the cause of unexcused absences and develop a plan to ensure the student attends live class meetings.

Refer to the [Student Handbook](#) for policies and procedures related to absences due to sudden conflict or emergency and excused absences.

Group Work

For homework assignments and ungraded problem sets, you may cooperate with other students or work in small groups. Each student however must submit their own, individual work and is responsible for understanding the material. Group work or collaboration is not permitted on quizzes or exams.

Time Commitment

For Campus four-credit courses, student work completed per week, excluding finals week, should reasonably approximate a total of 4 hours of direct instruction and 8 hours out of class student work (120 hours per quarter).

Students will be in live class meetings for three hours per week (total of 30 hours per quarter) and one hour of online discussion or an additional instructional activity per week (total of 10 hours per quarter). Students are expected to complete 8 weekly hours (total of 80 hours per quarter) of out of class work.

Suggested Late Assignment Policy

Late assignment policies are determined by the course instructor for each course. Our suggested late assignment policy is as follows. This may be adjusted by the instructor at their discretion.

- Late assignments submitted within 7 days of the due date may be penalized 10 percentage points. (The max grade that you can earn becomes 90%).
- Assignments submitted between 7-14 days late may be penalized 30 percentage points. (The max grade that you can earn becomes 70%).



- Assignments submitted more than 14 days late may not be accepted. Final acceptance of these assignments is at the discretion of the Instructor and Teaching Assistant.

Where To Get Help

Support Coach: Each student's support coach is their primary point of contact throughout their entire experience at Campus. If a student has any questions regarding where to receive help, developing strategies for success, or problem-solving they should reach out to their support coach.

Technical Support: Campus' IT Specialist is available to support issues or questions students encounter with their laptop, mobile hotspot device, or Campuswire. Contact IT through the #IT-Support channel in Campuswire.

Tutoring Help: Campus offers live, 1:1 tutoring with Campus tutors. You can sign up for tutoring on your own schedule through the CampusLife group on Campuswire.

Mental Health Support: [TimelyCare](#) is here for you if you need virtual care support, 24/7/365. The following services are available to students at no cost:

- **TalkNow:** 24/7, on-demand emotional support to talk about anything, including anxiety, relationships, depression, and school-related stressors.
- **Scheduled Counseling:** Choose the day, time, and mental health provider that best works for you. (6 visits per year)
- **Self-Care Content:** Visit the Explore page within TimelyCare for guided self-care content including yoga and meditation sessions, as well as group conversations with our providers on a variety of health and well-being topics.
- **Basic Needs Support:** Access to low or reduced-cost community resources, including food and housing assistance, transit support, childcare, and finances.

Download the TimelyCare app or visit timelycare.com/campus today to register with your Campus email address. For assistance call TimelyCare at (833) 484-6359 or speak with your Campus Student Support Coach.

Additional Information

Students with Disabilities: If you have a documented disability and need accommodation in this class, please contact your Student Support Coach. You will be asked to provide documentation of your disability and complete the necessary paperwork in order for accommodations to be made. You can review the [Campus ADA Policy in full here](#).

Plagiarism & Academic Integrity: The [Student Handbook](#) lists plagiarism as an unacceptable behavior. Campus is committed to upholding high standards of academic integrity and honesty. All students are expected to respect and adhere to these standards, and any incident of academic misconduct is viewed by the Campus community as a serious offense. Any attempt by a student to present work as their own when it is not is regarded as academic misconduct. This encompasses all written and computer-based work that may include, but is not strictly limited to, homework, classroom assignments, compositions, essays, tests, and quizzes. Copying another student's work or assisting another student in copying or cheating is academically dishonest and considered misconduct. Students using generative AI tools without explicit permission, or attempting to use these tools to complete assignments, will be subject to disciplinary action. Students found guilty of plagiarism will be disciplined by Campus up to and including expulsion.

Policy on the Use of AI Generators

In alignment with our course objectives to foster creativity, critical thinking, and authentic self-expression in public speaking, the use of Artificial Intelligence (AI) Generators in COMM 204 is subject to the following guidelines:



1. **Purposeful Integration:** AI tools may be used as supplementary aids for brainstorming, initial drafting, and research purposes. Their use should enhance the student's understanding of the speech construction process, not replace it.
2. **Transparency:** Students must disclose the use of AI-generated content in the planning and preparation of their speeches. This includes, but is not limited to, outlines, drafts, and visual aids.
3. **Originality and Authenticity:** The core content of all speeches and presentations must be the original work of the student. AI-generated content should only serve as a starting point or inspiration. Final submissions must reflect the student's personal insights, analysis, and creative input.
4. **Ethical Considerations:** Students are expected to critically evaluate and ensure the accuracy, relevance, and appropriateness of AI-generated content. This includes adhering to ethical guidelines around misinformation, bias, and inclusivity.
5. **Educational Value:** The use of AI should contribute to the learning outcomes of the course, encouraging students to engage with technology critically and creatively as part of their communicative toolkit.
6. **Attribution:** Proper attribution must be given to all AI-generated content in accordance with academic integrity guidelines. Failure to do so will be considered plagiarism.
7. **Limitations on Use:** AI-generated content cannot be used for final speech delivery or as a substitute for the student's live performance and engagement with the audience.

Copyright Notice: The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted materials, including music and software. Copying, displaying, reproducing, or distributing copyrighted works may infringe the copyright owner's rights and such infringement is subject to appropriate disciplinary action as well as criminal penalties provided by federal law. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act. As a Campus student, you are required to follow the College's copyright policy. For more information about the fair use exemption, see the Library's copyright page. All material used in course is copyrighted. You may use the material for coursework but are prohibited from posting it outside of Campuswire or using it for non-course purposes.



Course Assignment Overview: Internal Use Only

Please provide your course information below.

Course Title:	
Course Code:	
Course Description:	
Course Outcomes:	Upon conclusion of this course students will... 1. 2. 3. 4.

Please outline all assignments within the course. Please include an overview of the assignment, which outcomes are measured and how, and the associated rubric(s).

Assignment 1

Assignment Name:	
Week Assigned:	
Course Outcomes Addressed:	
Description:	
Submission Format:	
Student Prompt:	
Resource(s) & Materials:	
Rubric:	

Assignment 2

Assignment Name:	
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Week Assigned:	
Course Outcomes Addressed:	
Description:	
Submission Format:	
Student Prompt:	
Resource(s) & Materials:	
Rubric:	

Assignment 3

Assignment Name:	
Week Assigned:	
Course Outcomes Addressed:	
Description:	
Submission Format:	
Student Prompt:	
Resource(s) & Materials:	
Rubric:	

Assignment 4

Assignment Name:	
Week Assigned:	
Course Outcomes Addressed:	
Description:	
Submission Format:	
Student Prompt:	
Resource(s) & Materials:	
Rubric:	



Assignment 5

Assignment Name:	
Week Assigned:	
Course Outcomes Addressed:	
Description:	
Submission Format:	
Student Prompt:	
Resource(s) & Materials:	
Rubric:	

Assignment 6

Assignment Name:	
Week Assigned:	
Course Outcomes Addressed:	
Description:	
Submission Format:	
Student Prompt:	
Resource(s) & Materials:	
Rubric:	

Assignment 7

Assignment Name:	
Week Assigned:	
Course Outcomes Addressed:	
Description:	
Submission Format:	
Student Prompt:	
Resource(s) & Materials:	



Rubric:	
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Assignment 8

Assignment Name:	
Week Assigned:	
Course Outcomes Addressed:	
Description:	
Submission Format:	
Student Prompt:	
Resource(s) & Materials:	
Rubric:	

Assignment 9

Assignment Name:	
Week Assigned:	
Course Outcomes Addressed:	
Description:	
Submission Format:	
Student Prompt:	
Resource(s) & Materials:	
Rubric:	

Assignment 10

Assignment Name:	
Week Assigned:	
Course Outcomes Addressed:	
Description:	
Submission Format:	
Student Prompt:	



Resource(s) & Materials:	
Rubric:	

Assignment 11

Assignment Name:	
Week Assigned:	
Course Outcomes Addressed:	
Description:	
Submission Format:	
Student Prompt:	
Resource(s) & Materials:	
Rubric:	
