



ADVANCED COMMUNICATION

Course Orientation

TERM 2 | A.Y. 2024 - 2025

ASSOC. PROF. RAFFY D. QUINES
Course Facilitator



Opening Prayer

Heavenly Father, we gather here today with grateful hearts, seeking Your guidance and wisdom as we embark on our journey of learning in Advanced Communication. Grant us clarity of mind and eloquence of speech, both in speaking and writing, so that we may convey our thoughts effectively and with compassion.

May our interactions be marked by respect, integrity, and a deep commitment to truth, reflecting the core values of our beloved institution. Bless our endeavors with Your grace, that we may grow not only in knowledge but also in character, fostering a community of learners dedicated to the pursuit of excellence and the betterment of society.

Amen.

Learning Targets



I can tell the rationale of the course.



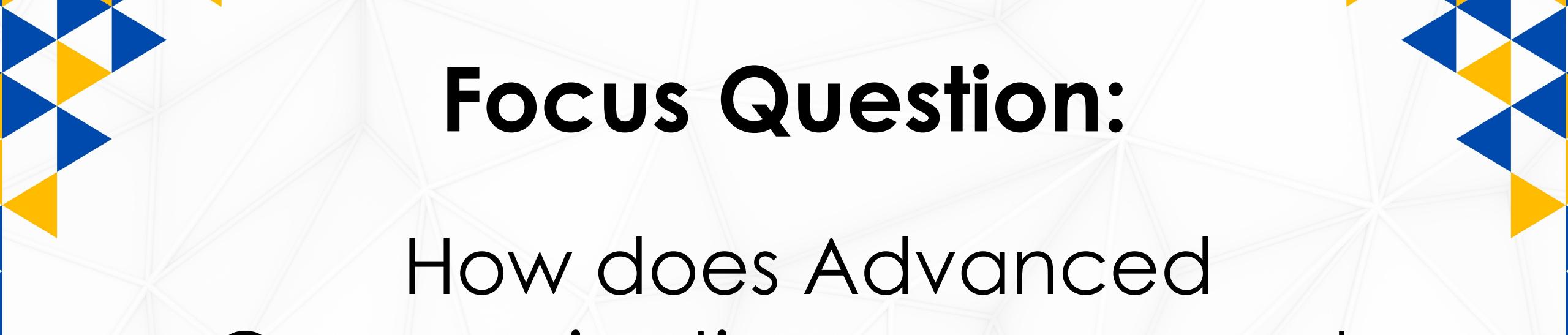
I can identify the requirements of the course.



I can set my learning goals for the course.



I can discuss the importance of the course in real life situation.



Focus Question:

How does Advanced Communication prepare me to be an **effective** and **impactful** communicator in professional settings?



Learning Targets



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Course Description

The course **Advanced Speech Communication** prepares students in **writing** and **presenting** timely and relevant **speeches** applied **to business and professional situations**. Using **theories of speech communication**, the course also intends to develop **analytical, critical thinking, delivery** and **speaking** skills of the students through organized, discipline based, and work related **individual** and/or **group oral performance activities**.



Overview

**Write and present
timely relevant
speeches applied to
business and
professional
situations.**

How?

**analytic and critical delivery
(writing and speaking)**

What?

**speeches in business and
professional situations**

Why?

**to become an effective and impactful
communicator in professional settings**



List of Topics



MIDTERM PERIOD

Week	Topic
1	Introduction to the Course (What?, How?, Why?)
2	Effective Communication at Work
3-4	Business Letters and Correspondences
5-6	Principles of Interview
7	MIDTERM PERFORMANCE TASK: Job Interview with Portfolio

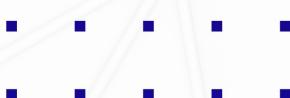


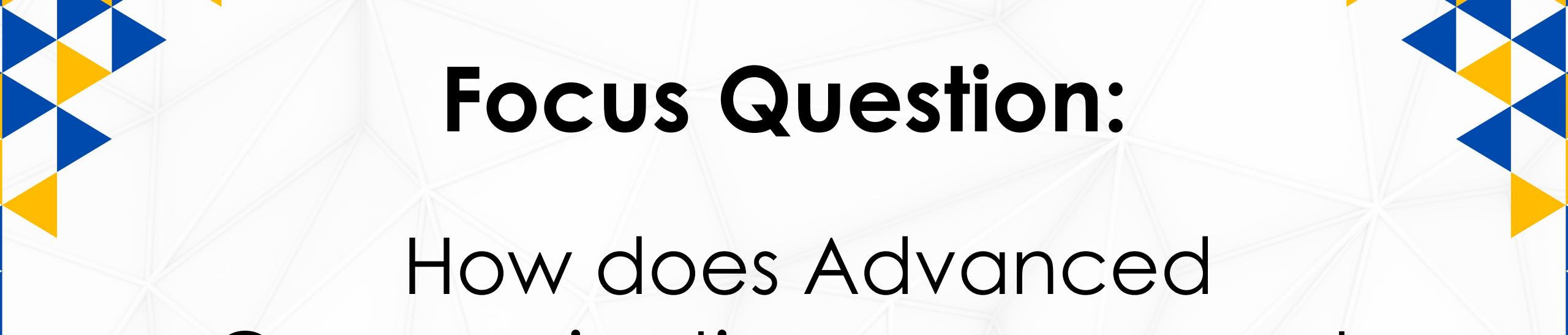
List of Topics



FINAL PERIOD

Week	Topic
8	Developing and Organizing Workplace Presentations
9-10	Professionalism: Delegating of Task and Conducting Meetings in the Workplace
11	Managing Conflict in the Workplace
12	Organizing Webinar/Online Conferences
12.5-13.5	Webinar Presentation





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Requirements



Class Participation

- Quizzes, Group Discussion, Group Output, Recitation, Attendance

Performance Tasks

- Midterm Period Performance Task
- Final Period Performance Task

Enabling Tasks

- Midterm Period Enabling Tasks
- Final Period Enabling Tasks

Grade Component

Midterm		Finals	
Major Performance Task <ul style="list-style-type: none"> Job Interview with Portfolio 	40%	Major Performance Task <ul style="list-style-type: none"> Webinar/ Symposium/ Conference (Group) and Functional Skills (Opening remarks, hosting, and closing remarks) 	40%
Enabling Tasks <ul style="list-style-type: none"> Speaker of the Day Application Letter Analysis Resumé Construction Lexile 	40%	Post-midterm Enabling Tasks <ul style="list-style-type: none"> Speaker of the Day Minutes of the Meeting Team Meeting Lexile 	40%
Class Participation <ul style="list-style-type: none"> Self-Introduction/Reflective Analysis Recitation Other written outputs 	20%	Class Participation <ul style="list-style-type: none"> Topic Proposal Recitation Other written outputs 	20%
Total	100%	Total	100%



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Grade Equivalent

Grade Range (%)	Grade Point
96 – 100	4.0
90 – 95	3.5
84 – 89	3.0
78 – 83	2.5
72 – 77	2.0
66 – 71	1.5
60 – 65	1.0
59 and below	R



Reminder

*Do not
forget*

“

**Always DO THE
RIGHT THING,
At the RIGHT TIME,
At the RIGHT PLACE,
For the RIGHT REASON.**

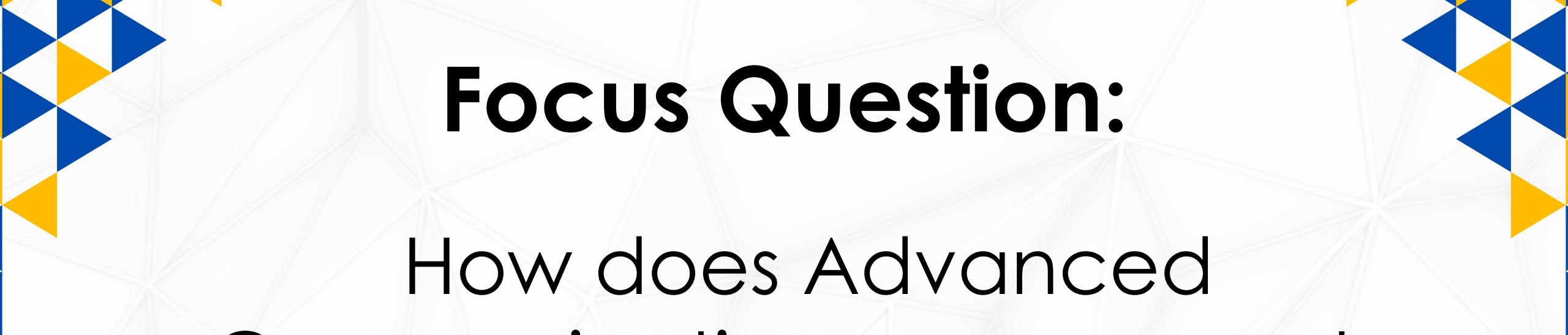
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Schedule

COM231	ACM	Monday	3:00 PM to 5:00 PM	Lecture (Sync)
		Thursday	3:00 PM to 5:00 PM	Lexile (Async)





Focus Question:

How does Advanced Communication prepare me to be an **effective** and **impactful** communicator in professional settings?



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The Most In-Demand Skills for 2024



Dan Brodnitz

Head of Global Content, LinkedIn Learning (he/him)

February 8, 2024



The 2024 **Most In-Demand Skills**

1. Communication
2. Customer service
3. Leadership
4. Project management
5. Management
6. Analytics
7. Teamwork
8. Sales
9. Problem-solving
10. Research

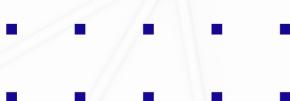
Top skill of the moment: Adaptability

LinkedIn Learning



Speaker of the Day

1. You are required to participate in this activity as part of your Midterm and Final Enabling Task.
2. Each week, **four students** will be assigned as “Speakers of the Day” during synchronous sessions.
3. As the **“Speaker of the Day”**, you will discuss a book you have read from the LEXILE Reading Program. Your presentation must cover the following prompts:
 - Title of the Book
 - Your reason for selecting the book
 - A brief overview of the book, including main characters, key problems, climax, resolution, theme, and moral implications.
4. You will have a maximum of **3 minutes** to deliver your presentation.
5. **Four students** will be selected by your professor to evaluate the presentations of the assigned “Speakers of the Day”. **These evaluators will also be the next “Speakers of the Day” for the following week.**
6. The evaluation will be conducted using the provided rubric.



Speaker of the Day Rubric

Criteria	Advanced (5 points)	Proficient (4 points)	Approaching Proficiency (3 points)	Developing (2 points)	Beginning (1 point)
Content and Organization	Thoroughly addresses all prompts; ideas are exceptionally well-organized and cohesive with seamless transitions.	Addresses all prompts; ideas are clear, well-organized, and coherent.	Addresses most prompts; organization is adequate but may have minor lapses in coherence.	Addresses some prompts; organization is inconsistent and needs improvement.	Does not adequately address prompts; ideas are disorganized and unclear.
Language Use	Demonstrates excellent use of English; vocabulary and grammar are advanced and precise.	Demonstrates strong use of English with accurate grammar and vocabulary.	Demonstrates adequate use of English; occasional errors that do not significantly affect understanding.	Demonstrates basic use of English; frequent errors that may hinder communication.	Demonstrates limited use of English; significant errors that impede understanding.
Speaking Skills	Voice is clear, engaging, with excellent tone and a controlled, dynamic pace.	Voice is clear, tone is appropriate, and pace is steady and well-controlled.	Voice is mostly clear; tone and pace need slight improvement.	Voice is often unclear, and tone or pace are inconsistent.	Voice is unclear, with poor tone and pace control, making it difficult to follow.
Total: 15 points					



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The 2024 **Most In-Demand Skills**

1. Communication
2. Customer service
3. Leadership
4. Project management
5. Management
6. Analytics
7. Teamwork
8. Sales
9. Problem-solving
10. Research

Top skill of the moment: Adaptability

LinkedIn Learning



Lexile Reading Program

- **Lexile Framework** for reading is considered as **Enhanced English Program** in **National University** which aims to develop the reading skills of the students and to achieve the **General Professional Proficiency** as the CEFR (Common European Framework of Reference for Languages) level of the students.
- **This is part of your Tuition Fee in Advanced Communication.**





Benefits

1. English Language Proficiency

- MACRO SKILLS (Listening, Speaking, Reading, Writing, Viewing)

2. Employment

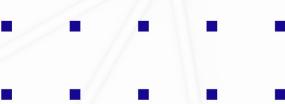
- Preparations through lessons in Advanced Communication
- TOEIC Test Results (Needed for employment most especially abroad)





Have you taken the TOEIC Test?

1. If your student number starts with 2019, 2020, and 2021. You should have taken the TOEIC Test.
2. The TOEIC Test is an English Test consisting of Listening and Reading Comprehension.





Oh No! I was not able to take the test!

No worries!

You will be informed when the
scheduled test will be.





The Lexile Reading

1. You are going to read books and answer worksheets in the Hopkins Website.
2. You may login to:

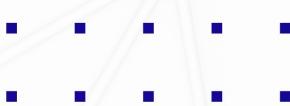
<https://moodle.hopkins.ph/>





What books to READ?

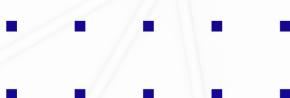
1. You are going to access books from the <https://moodle.hopkins.ph/> that corresponds to your READING LEVEL according to your TOEIC Test.
2. In case you have not taken the TOEIC Test yet, for the mean time, you may read books in the **B1 level**.





How many books to READ?

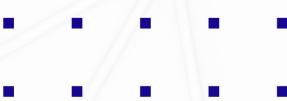
1. You need to finish AT LEAST 2 books.
2. 1 book for the Midterm Period and 1 book for the Final Period.





Is this part of your grade?

YES! This is 10% of your Advanced Communication grade.





Let's Pause...

Is there any question?



Learning Targets



I can tell the rationale of the course.



I can identify the requirements of the course.



I can set my learning goals for the course.



I can discuss the importance of the course in real life situation.

My Learning Goals

SUCCESS!

After the Term

MIDTERM PERIOD	
Week	Topic
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Midterm Period



Final Period

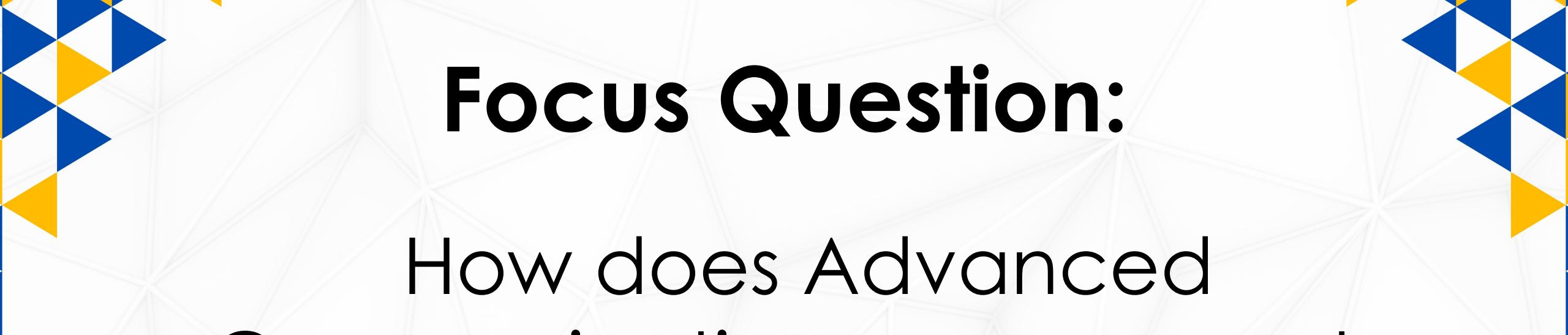
Today!

FINAL PERIOD	
Week	Topic
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Which between the two videos is aligned with the goals of this course, Advanced Communication?

I CHOOSE "C"





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LEARNING

Innovation & Imagination
Problem Solving
Information & Digital Literacy



INTERACTING

Communication
Collaboration
Interpersonal Skills



PARTICIPATING

Engaged Citizenship
International Outlook
Personal & Social Responsibility



GROWING

Self-Awareness
Adaptability
Perseverance

How does ACM and The National University help you these skills?

Advanced Communication

VISION

We are National University, a dynamic private institution committed to nation-building, recognized internationally in education and research.

MISSION

Guided by the core values and characterized by our cultural heritage of Dynamic **Filipinism**, National University is committed to providing relevant, innovative, and accessible quality education and other development programs.

We are committed to our:

STUDENTS, by molding them into life-long learners, ethical and spiritual citizens, and self-directed agents of change.

FACULTY and EMPLOYEES, by enhancing their competencies, stimulating their passions, cultivating their commitment, and providing a just and fulfilling work environment.

ALUMNI, by strengthening their sense of pride through engagement, loyalty, and love for their alma mater.

INDUSTRY PARTNERS and EMPLOYERS, through active collaborations, providing them **Nationalians** who will contribute to their growth and development.

COMMUNITY, by contributing to the improvement of life's conditions and well-being of its members.

CORE VALUES

1. Integrity
2. Compassion
3. Innovation
4. Resilience
5. Patriotism

GRADUATE ATTRIBUTES INTENDED FOR NATIONALIANS (GAINs)	INSTITUTIONAL LEARNING OUTCOMES (ILO)
1. Leadership and Teamwork	a. Exhibit moral, ethical and competent leadership. b. Collaborate effectively in teams of different cultures.
2. Responsible Citizenship	c. Participate actively in community-oriented advocacies that contribute to nation-building. d. Develop an entrepreneurial mindset.
3. Innovative, Creative, and Critical Thinking	e. Provide solutions to challenges in various fields of specialization and society in general.
4. Academic and Professional Competence	f. Demonstrate mastery of foundational skills and specific areas of specialization.
5. Effective Communication	g. Express ideas meaningfully, accurately, and appropriately in multicultural and multidisciplinary contexts.
6. Whole Person Character	h. Practice NU Core Values in personal professional life. i. Engage in continuing personal and professional development.
7. Life and Career Skills Orientation	j. Exemplify the capacity for self-reflection. k. Demonstrate adaptability, flexibility, productivity, and accountability in diverse settings.
8. Technological Literacy	l. Exhibit mastery in navigating various technological tools and techniques.

Connecting the dots...

**VISION**

We are National University, a dynamic private institution committed to nation-building, recognized internationally in education and research.

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Guided by the core values and characterized by our cultural heritage of Dynamic Filipinism, National University is committed to providing relevant, innovative, and accessible quality education and other development programs.

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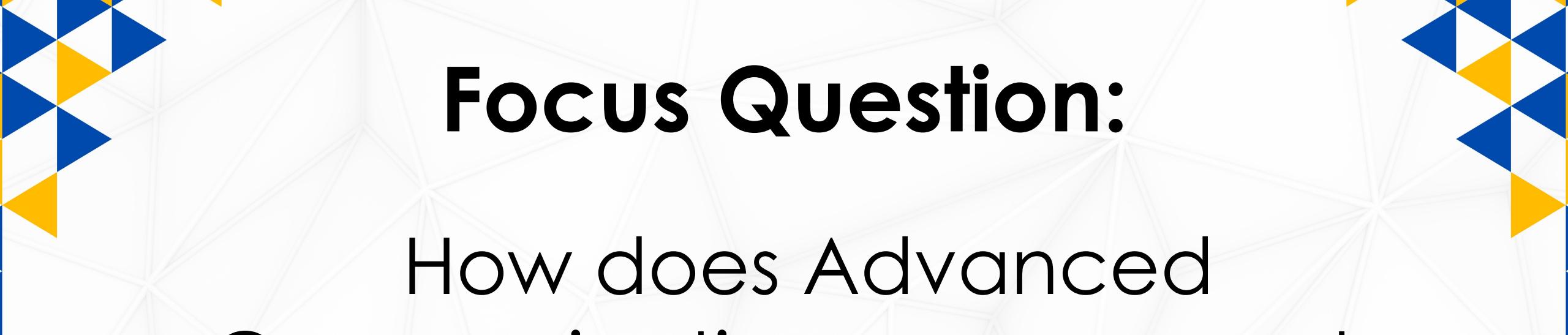
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INSTITUTIONAL LEARNING OUTCOMES (ILO)

- | | |
|---|---|
| a. Exhibit moral, ethical and competent leadership. | b. Collaborate effectively in teams of different cultures. |
| c. Participate actively in community-oriented advocacies that contribute to nation-building. | d. Develop an entrepreneurial mindset. |
| e. Provide solutions to challenges in various fields of specialization and society in general. | f. Demonstrate mastery of foundational skills and specific areas of specialization. |
| g. Express ideas meaningfully, accurately, and appropriately in multicultural and multidisciplinary contexts. | h. Practice NU Core Values in personal professional life. |
| i. Engage in continuing personal and professional development. | j. Exemplify the capacity for self-reflection. |
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Learning Targets



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HAPPY LEARNING!

“Great communication begins with connection.”

-Oprah Winfrey

