

Course Syllabus

SPCH 1321 (3:3:0)

Business and Professional Speech Communication

Communication Department

Division of Arts and Sciences

Levelland

South Plains College

Fall, 2018

Janna Holt-Day

## SPCH 1321 Business and Professional Speech Syllabus

**Department:** Communication Department

**Discipline:** Speech Communication

**Credit:** 3 hours lecture

This course satisfies a core curriculum requirement in Speech

**Prerequisites:** There are no prerequisites for this course.

**Available Formats:** conventional, hybrid and ITV

**Campus:** Levelland, Reese, Lubbock and Plainview

**Textbook:** Communicating at Work: Strategies for Success in Business and the Professions by Ronald B. Adler and Jeanne Marquardt Elmhorst, 11<sup>th</sup> Edition

**Supplies:**

1. Text (If you choose to purchase)
2. One audio recording device
3. Notebook(s) and pen/pencil/highlighter
4. Choice of sensory aid materials for oral presentations
5. Access to a computer for online activities

**Course Description:** This course includes the basic principles of speech applied to communications in business and professional settings. The course emphasizes practice in the construction and delivery of various types of speaking situations and the application of interpersonal skills that occur in a business, organizational, or professional setting.

**Core Objectives satisfied:**

- Communication Skills - to include effective development, interpretation and expression of ideas through written, oral and visual communication
- Critical Thinking - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- Team Work - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- Social Responsibility - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities
- Personal Responsibility - to include the ability to connect choices, actions and consequences to ethical decision-making

**Course Purpose:** The Business and Professional Speech course explores the basic principles of oral communication applied to the communication needs of the business or professional person. The course provides practice in the research, construction, and delivery of various types of oral presentations and in the application of interpersonal, interviewing, and small group skills that occur in business, organizational, or professional settings.

**Course Requirements:**

1. To read the information assigned in the text; you will be tested on this material, in addition to class lecture/discussion materials on scheduled exams.
2. To take thorough notes and study all lecture material, informational handouts, and assigned readings.
3. To actively participate in class discussions and group activities.
4. To show maturity and professionalism in preparation of assignments and in classroom behavior.
5. To show courteousness to fellow classmates/speakers.
6. To initiate consultations with the instructor whenever assistance is needed regarding class assignments.
7. To appropriately cite information obtained from other sources, both in written and verbal formats. Please refer to the academic honesty section below for further details.
8. To initiate withdrawal from the course if absences become excessive.
9. To complete assignments and public speeches in English.

## **Classroom Behavior Expectations**

Because this class needs to be a participatory community if students are to fulfill their potential for learning, people who disrupt the class by their words or actions disrupt that community. Rude, sarcastic, obscene, or disrespectful speech (written or verbal) and/or disruptive behavior have a negative impact on everyone's learning. This also includes disruptive electronics usage in class. When a person disrupts the class in these ways, the course instructor will remove the disruptive person from the class and/or will be given one warning after the disruptive behavior. If the student continues to disrupt our class, s/he will be dropped from the course.

### **Academic Honesty**

It is my expectation and the institution's that appropriate citation and documentation be given for materials and information obtained from other sources. Cases of plagiarism will be treated as will any case of academic dishonesty, with at least a failing grade for the assignment/examination. In addition, the student may be dropped from the course with a failing grade. See the SPC Student Handbook for more information.

### **Diversity Statement**

In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

### **Disabilities Statement**

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) 806-716-2577, Reese Center (Building 8) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

### **Non-Discrimination Statement**

South Plains College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Vice President for Student Affairs, South Plains College, 1401 College Avenue, Box 5, Levelland, TX 79336. Phone number 806-716-2360.

### **Title IX Pregnancy Accommodations Statement**

If you are pregnant, or have given birth within six months, Under Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations you must submit a Title IX pregnancy accommodations request, along with specific medical documentation, to the Director of Health and Wellness. Once approved, notification will be sent to the student and instructors. It is the student's responsibility to work with the instructor to arrange accommodations. Contact Chris Straface, Director of Health and Wellness at 806-716-2362 or email [cstraface@southplainscollege.edu](mailto:cstraface@southplainscollege.edu) for assistance.

### **Campus Concealed Carry**

South Plains College permits the lawful carry of concealed handguns in accordance with Texas state law, and Texas Senate Bill 11. Individuals possessing a valid License to Carry permit, or the formerly issued Concealed Handgun License, may carry a concealed handgun at all campus locations except for the excluded zones.

For a complete list of campus carry exclusions zones by event, please visit <http://www.southplainscollege.edu/campuscarry.php>

**Contacting your Instructor-** Please feel free to contact your instructor if you have questions or concerns about your progress in this class. Please try to let your instructor know in advance if you will have to miss class. You may contact your instructor by phone or email.

*Janna Holt-Day, Communication Building #139, Levelland, [jholtday@southplainscollege.edu](mailto:jholtday@southplainscollege.edu), 806-716-2447*

**Evaluation:**

Course grade will be assessed according to the completion of the following using percentages noted:

Exams, Class Participation, Activities	50%
Major Presentations, Critiques, Group Activities	30%
Final Examination and Interview Packet	20%

**Attendance and Tardy Policy:** All students enrolled for this course are expected to attend class regularly, be on time, and remain until dismissed. Roll will be taken at each class meeting. If a student is tardy, he/she must see the instructor after class to have the absence mark removed. Three (3) tardies in a MWF class and two (2) in a MW or TR class will constitute an absence. If a student leaves class prior to dismissal of the class, he/she may be counted absent.

Whenever absences become excessive and, in the instructor's opinion, minimum course objectives cannot be met, the student should initiate withdrawal from the course. **The instructor may or may not administratively drop a student due to excessive absences. Please verify your instructor's policies on absences and drops/withdrawals.** Students are responsible for all classwork covered during absences from class even in cases in which they are able to satisfy the instructor that the absence was unavoidable.

The department abides by this policy and enforces the following guidelines established for SPCH 1321:

1. Missing more than two weeks of class is considered excessive.

*Example:* MW/TR – 4 sick days allotted  
One day/week – 2 sick days allotted  
One day/month - 1 sick day allotted

2. Being absent one day over your allotment will lower your final course total by 10 points.
3. Each subsequent absence will lower your final course total by 5 points.
4. If, in the instructor's opinion, minimum course objectives cannot be met due to absences, the student should withdraw from the course.

**Make-Up Policy:** Make-up work is NOT guaranteed. When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor **may** permit the student to make up work missed. If a student must be absent to represent the college, she/he should advise the instructor beforehand and should have a signed permit from his/her coach or sponsor. In such cases, it is the student's responsibility to complete work missed within a reasonable amount of time as determined by the instructor. Each student must make an appointment with the instructor to make arrangements for make-up work. **Late work may not receive full credit.** An absence on the day that you are scheduled for oral presentations or examinations will result in a grade of zero for the assignment. If, according to the instructor's discretion, the student is allowed to make up such a presentation or exam, the student will automatically receive a grade drop for the assignment (up to 20 point grade reduction).

**Course Outcomes:** Upon completion of this course, the student should be able to demonstrate proficiency in the following areas:

1. **Communication Process:** Understand and apply the communication process.
2. **Communication Systems and Cultures:** Develop an awareness and understanding of communication systems and cultures.
3. **Verbal Communication:** Identify, prepare, and deliver clear messages and presentations.
4. **Nonverbal Communication:** Understand, define, utilize, and interpret different categories of nonverbal communication.
5. **Listening:** Understand the causes of poor listening, and realize the organizational and personal benefits of active listening.
6. **Interviewing:** Identify different types of interviews, evaluate effective interview skills, prepare job interview documents, and conduct an effective information gathering interview.
7. **Small Groups:** Identify the characteristics of small groups, identify the steps used for problem solving, and understand leadership tasks as well as functional and dysfunctional team behaviors.
8. **Public Speaking:** Successfully prepare and deliver multiple credible, confident presentations. Evaluate the speaking skill and content of other speakers.

## Business and Professional Communication

<b>Week 1</b> August 27-September 2	<u><b>Monday or Tuesday</b></u> Welcome/Class Disc.  Introductions	<u><b>Wednesday or Thursday</b></u> Individual Speech Disc.  Begin Sign Up's <i>Syllabus</i>
<b>Week 2</b> September 3-9	<b>Test Week/Individuals Present</b> Types of Interviews	Information Gathering  Interview Disc <i>Wkbk 43-47</i>
<b>Week 3</b> September 10-16	<b>Test Week/Individuals Present</b> Resume/CoverLetter/LinkedIn	<i>Meet in TC</i> Get LinkedIn Resume&CovLetDisc.
<b>Week 4</b> September 17-23	<b>Test Week/Individuals Present</b> Organizing a Speech	Outlining a Speech  <i>Bring Wkbk. Pgs 8-17</i>
<b>Week 5</b> September 24-30	<b>Test Week/Individuals Present</b> Speech Types/Researching	Group Speech Disc.  Get in Groups
<b>Week 6</b> October 1-7	<b>Test Week/Individuals Present</b> Verbal/Visual Aids/Delivery	Example Group Speech  Outlining Contest
<b>Week 7</b> October 8-14	<b>Test Week/Individuals Present</b> Work in Groups/Sign up 1on1	Presenting in Groups Disc  Finish Contest w/ PPT
<b>Week 8</b> October 15-21	<b>Interview Packet Due</b> Interview Meetings 1on1	Interview Meetings  (Come at Assigned Time)
<b>Week 9</b> October 22-28	Interview Meetings or  Meet with Groups	Interview Meetings or  Meet with Groups
<b>Week 10</b> October 29-November 4	<b>Group Speeches</b>	<b>Group Speeches</b>
<b>Week 11</b> November 5-11	<b>Test Week/Individuals Present</b> Comm. Basics/Listening	Persuasive Speech Disc.
<b>Week 12</b> November 12-18	<b>Test Week/Individuals Present</b> Verbal and Nonverbal Comm.	Post Test Review Game  Sign up Per. Speech Day
<b>Week 13</b> November 19-25	<b>Test Week/Individuals Present</b> Difficult Communication	<i>Meet in TC</i> /Sign up Sp Dy  Persuasive Sp. Workday

<b>Week 14</b> November 26-Dec. 2	<b>Test Week/Individuals Present</b> Comm. with Technology	<b>Persuasive Speeches</b> <i>Bring Wkbk. Pg. 20</i>
<b>Week 15</b> December 3-9	<b>Persuasive Speeches</b> <i>Bring Wkbk. Pg. 20</i>	<b>Persuasive Speeches</b> <i>Bring Wkbk. Pg. 20</i>
<b>Finals Week</b> December 10-13	Come to class at assigned final's time	<b>Post Test</b>

**Weekly Schedule**