

**Course Syllabus**

**SPCH 1321 (3:3:0)**

**Business and Professional Speech Communication**

**Communication Department**

**Division of Arts and Sciences**

**Levelland**

**South Plains College**

**Fall 2017**

**Janine Fox**

**Course Syllabus**  
**SPCH 1321 Business and Professional Speech**

**Instructor Information: *Janine Fox***

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**Office hours: Monday/Wednesday 8:30am – 9:30am**

**Tuesday/Thursday 1:30pm – 3:00pm**

**Friday 8:30am - 11:30am**

**OR by appointment**

**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, online and ITV

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

**Textbook:** Communication Pathways **with** Acclaim access code

By: Valenzano III, Broeckelman-Post, and Parcell

**Supplies:**

1. Text/ Access code for Acclaim
2. Notebook(s) and pen/pencil/highlighter
3. White 3x5 notecards
4. Access to a computer for online/printable activities

\*This syllabus is a tool, not a legal contract. College and department policies are firm, but the professor reserves the right to modify, supplement, or make changes as need arises.\*

PLEASE BE SURE TO BRING PAPER, PEN/PENCIL, TEXTBOOK, & SYLLABUS TO EVERY CLASS.

**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

Classroom Network Contact Information
<b>Contact 1:</b>
<b>Contact 2:</b>
<b>Contact 3:</b>
<b>Contact 4:</b>

- 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, study all lecture material, informational handouts, and assigned readings, and work/prepare in a language understood by instructor and class (English).
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/ missing work become excessive.

**Academic Honesty:** It is my expectation and the institution's that appropriate citation and documentation is 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.

**Students with Disabilities:** 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.

**Diversity Statement:** In this class, I 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. Great value is placed on freedom of expression, however certain topics are considered overdone or cliché. These topics will NOT be approved for presentations, so it is important to discuss topic selection for each speech. Some topics may be controversial, so open and honest dialogue will be allowed. Keep in mind that each person has a valuable opinion and our goal is to present sound, reasonable examples and NOT to harass or berate. If we follow these simple rules, no person should be offended, even if they disagree. If you feel there has been some offense made, it is your responsibility to bring it to my attention, in private, as soon as possible.

**Campus Concealed Carry:** Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to the SPC policy at:  
([http://www.southplainscollege.edu/human\\_resources/policy\\_procedure/hhc.php](http://www.southplainscollege.edu/human_resources/policy_procedure/hhc.php))

**Contacting your Instructor:** It is important you develop a network of your peers that will allow you to get specific information more quickly. That being said, I am available for you to contact me if you have questions or concerns about your progress in this class etc. You may do that by phone if necessary, but email is preferred. You will find my information on this syllabus or the directory at:  
<http://www2.southplainscollege.edu/information-for/employees/employee-directory>

### **Assessment and Grading:**

This department supports university policies of academic excellence as noted in the student handbook. Interpretation of grades should be considered within the university framework: A=excellent, B=good; C=average; D=inferior; and F=failure. Grades will be calculated based on the amount of points you earn and will be interpreted as: A=900-1000, B=800-899, C=700-799, D=600-699, F=599 and below.

Major Assignments (60%):		Points Earned:
Introductory Presentation	100	_____
Group Informative Presentation	100	_____
Persuasive Presentation	100	_____
Cover Letter/Resume	100	_____
Exam 1	100	_____
Exam 2	100	_____
Other Items (20%):		
Communication Analysis Paper	100	_____
Syllabus Checks (10 @ 10 points each)	100	_____
Final Exam (20%):		
Career Research Interview	100	_____
Impromptu Speech ( <b>Final Exam time</b> )	100	_____
<b>Total:</b>	<b>1000</b>	<b>Total: _____</b>

**Graded Assignment Brief Descriptions:**

- 1. Exams (2 @100 points each) and Final/Interview (200 points total):** Three examinations will be given in order to assess the students’ grasp of the material covered in class. Two of the exams will be given during the course of the semester; the final (impromptu presentation, 100 points) will be given at the end of the semester during Finals Week. FINAL EXAMS MAY NOT BE TAKEN EARLY OR LATE. You *may* earn an exemption from the final exam if prior to the final you have 800 points or more with no more than 3 absences, OR if you have perfect attendance. Exams will cover both material discussed in class and material from the textbook. The Career Research Interview will count toward the final exam portion (100 points).
- 2. Presentations (300 points):** Several of the most common types of business presentations will be required of students. Students will be graded on their mastery of basic speaking principles and criteria given in class. Students will also be graded on their preparation for their presentations. Speech grades will be lowered for tardies/unexcused absences.
- 3. Cover Letter/Resume (100 points) and Communication Analysis Paper (100 points):** Students will be required to submit a copy of their current cover letter and resume and will be expected to execute an interview to show a mastery of the interviewing skills and techniques discussed in class. The Communication Analysis Paper will require students to critically apply what they have learned in class about the essential components of the communication process.

4. **Activities/Participation, Attendance & Syllabus Check (100 points):** This is a highly interactive class that will involve a number of supporting activities. Students are expected to not only attend class, but to participate. You are required to bring your pens/pencils, paper, textbook, and syllabus to EVERY CLASS. I also have a strict NO technology policy. You may earn points for participation, attendance, and presenting your syllabus on at least 10 different dates (10 points each) as chosen by the instructor. Your syllabus is where you will record all grades for easy access to your progress in the course.

I DO NOT USE BLACKBOARD for this class. It is important that you keep ALL assignments during the semester. Once handed back, if you need clarification or have questions, it is your responsibility to provide those documents. In addition, I do not accept emailed assignments unless instructed to do so when assigned.

**Attendance and Tardy Policy:** Please make sure you have read and understand your Student Handbook for SPC policies. For this course, all students enrolled 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, TR or once a week 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. A student who does not meet the attendance/course requirements of class as stated in this syllabus and does not officially withdraw from this course by the official census date of the semester may be administratively withdrawn from that course and receive a grade of "X" or "F" as determined by the instructor. Students are responsible for all class work covered during absences.

Our department abides by this policy and enforces these guidelines established for SPCH 1321:

1. Missing more than two weeks of class is considered excessive.  
*Example:* MW/TR – 4 days allotted  
MWF – 6 days allotted  
One day/week – 2 days allotted
2. Absences one day over your allotment may lower your final course total by 10 points.
3. Each subsequent absence may lower your final course total by 5 points.
4. If minimum objectives cannot be met, the student should withdraw from the course.

**Make-Up Policy:** Generally, late and/or make-up work is NOT accepted. All work has a deadline and deadlines must be met even if the student is absent. When an unavoidable reason for class absence arises, such as illness, family death, emergency, an official trip authorized by the college or an official activity, I **may** permit the student to make up work missed ONLY IF DOCUMENTATION IS PROVIDED. This is especially important for presentation and exam days. The student should communicate with the instructor to learn what documentation is acceptable. Each student absence will be dealt with on an individual basis. If a student must be absent, she/he should advise the instructor beforehand if possible and if the student is

representing the college, they should have a signed permit from his/her coach or sponsor. In all 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 to make arrangements for make-up work. **Also, late work may not receive full credit.**

**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 and confident presentations. Evaluate the speaking skill and content of other speakers.

**SPCH 1321 Course Schedule**

\*Please note that this schedule is tentative.

Changes may be made as the semester progresses. \*

<b>Week</b>	<b>Weekly Readings</b>	<b>Tuesday</b>	<b>Thursday</b>
1		Introduction to Course Parts of a Speech	31-Aug Cover Letters & Resumes Assign CI/Resume
2	Ch. 1, pp. 198-199 and Ch. 2	5-Sep Ch. 1 Basics of Communication Comm. Apprehension (PRCA) Assign Comm. Analysis Paper	7-Sep Ch. 2 Communication, Culture, and Diversity
3	Ch. 3	12-Sep Ch. 3 Perception and the Self	14-Sep <b>1st Draft CI/RESUME DUE</b> Peer Workshop
4	Ch. 4, Ch. 5 and Ch. 13	19-Sep <b>COMM. ANALYSIS PAPER DUE</b> Ch. 4 Dialogic Communication, Ch. 5	21-Sep Ch. 13 Nature of Formal Presentations Research
5	Ch. 14 and Ch. 15	26-Sep Ch. 14 Organizing Your Presentation, Outlining	28-Sep <b>Final Draft CI/ Resume DUE</b> Ch. 15 Delivery Visual Aids/PowerPoint <b>EXAM 1</b>
6	Ch. 16	3-Oct Ch. 16 Informative Speaking Assign Informative Speech	5-Oct Informative Workshop (LIBRARY)
7	Ch. 6, Ch. 7	10-Oct Ch. 6 Nonverbal Communication Ch. 7 Listening	12-Oct <b>INFORMATIVE SPEECHES</b>
8		17-Oct Ch. 12 Interpersonal Conflict	19-Oct <b>INFORMATIVE SPEECHES</b>
9	Ch. 12 and Ch.18, Ch. 19	24-Oct Group Workshop	26-Oct Ch. 18 Small Group Communication Ch. 19 Leadership Assign Group Speech Group Workshop (LIBRARY)
10		31-Oct <b>GROUP SPEECHES</b>	2-Nov Ch. 20 Interviewing Assign Career Research Interview
11	Ch. 20	7-Nov Ch. 17 Persuasive Speaking Assign Persuasive Speech	9-Nov <b>Exam 2</b>
12	Ch. 17	14-Nov Interview/Persuasive Workshop	16-Nov <b>Exam 2</b> HOLIDAY... <i>No Class!</i>
13		21-Nov <b>PERSUASIVE SPEECHES</b>	23-Nov <b>PERSUASIVE SPEECHES</b>
14		28-Nov <b>CAREER INTERVIEW DUE</b> Ch. 11 Mediated Relationships	30-Nov Guest Speaker
15	Ch. 11	5-Dec Section 009 10:15am – 12:15pm	7-Dec Section 006 8:00am – 10:00am
<b>FINALS WEEK...16</b>	<i>Final/Impromptu Presentations</i>	12-Dec	14-Dec