

Course Syllabus

**SPCH 1321**

**Business and Professional Speech**

Speech Communication Department

Division of Arts and Sciences

Levelland Campus

South Plains College

Spring 2018

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Office: Communication 141

**Office Hours:**

**Mon 11:00am- 12:00pm**

**Tues 1:30-3:00pm**

**Wed 11:00am-12:00pm**

**Thurs 1:30-3:00pm**

**Friday 9:00am-12:00pm**

**Or by appointment**

**Office Phone: 806-716-2805**

## Course Syllabus SPCH 1321 Business and Professional Speech

**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

**Campus:** Levelland

**Textbook:** Verderber, R. F., Sellnow, D. D., & Verderber, K. S. (2018). *The Challenge of effective speaking in a digital age* (17th ed.). Boston, MA: Cengage Learning. ISBN: 9781337574402

### Supplies:

1. Text
2. Notebook(s) and pen/pencil/highlighter
3. Choice of sensory aid materials for oral presentations
4. 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 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.

## 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 perform speeches and written material in a language understood by the instructor and class.
3. To take thorough notes (no pictures of notes) and study all lecture material, informational handouts, and assigned readings.
4. To actively participate in class discussions and group activities.
5. To show maturity and professionalism in preparation of assignments and in classroom behavior.
6. **To show courteousness to fellow classmates/speakers (i.e. no electronic devices during speeches).**
7. To initiate consultations with the instructor whenever assistance is needed regarding class assignments.
8. 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.
9. To initiate withdrawal from the course if absences become excessive. Your professor will drop you from the course if you miss more than two weeks' worth of class. (Drops as follows Fall – Spring 5<sup>th</sup> absence, Summer 3<sup>rd</sup> absence).

## Evaluation

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 students earn and will be interpreted as: A=900-1000, B=800-899, C=700-799, D=600-699, F=599 and below.

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

Exams, Major Presentations, Group Activities, Interviews	600 points
Daily Work, Critiques, Class Participation, Quizzes	200 points
Final Examination (read exemptions below)	200 points

Grade Distribution	1000 points	Your points
<b><u>Major Assignments</u></b>		
<b>Communication Analysis Paper</b>	100	
<b>Informative Speech</b>	100	
<b>Persuasive Speech</b>	100	
<b>Group Speech</b>	100	
<b>Exam 1</b>	100	
<b>Exam 2</b>	100	
<b><u>Other Assignments</u></b>		
<b>Resume/Cover Letter</b>	100	
<b>Attendance</b>	50	
<b>Participation</b>	50	
<b><u>Final Assignments</u></b>		
<b>Career Research Interview</b>	100	
<b>Impromptu Speech</b>	100	
<b>Total Points</b>	1000	

### Graded Assignment Brief Descriptions

1. **Exams and Final Assignments/Career Research Interview (400 points):** Two 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 exam will be given at the end of the semester. Exams will cover both material discussed in class and material from the textbook. **\*\*You may be exempt from the final exam if you have perfect attendance or have 800 points at the end of the semester. (When all assignments are completed). \*\***

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.

3. **Cover Letter/Resume (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.

4. **Activities & Participation/Communication Analysis Paper (200 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. Activities & participation points will be awarded for students who are in class. Students will not be allowed to make up activities for days that they miss. The Communication Analysis Paper will require students to critically apply what they have learned in class about the essential components of the communication process.

### **Attendance Policy**

Students are expected to attend all classes in order to be successful in a course. The student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus.

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. It is the student's responsibility to complete work missed within a reasonable period of time as determined by the instructor. Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first class meeting.

Students who enroll in a course but have "Never Attended" by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that 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. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student's responsibility to be aware of that policy.

It is the student's responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate and the student will owe any balance resulting from the adjustment.

### **Specific Attendance Policy Restated**

1. All students enrolled for this course are expected to attend class regularly, be on time, and remain until dismissed.
2. Roll will be taken at each class meeting.
3. If a student is tardy, he/she should speak with the instructor after class to avoid having tardies count toward absences.
4. Two (2) tardies in a MW, TR, or summer class will constitute an absence.
5. If a student leaves class prior to dismissal of the class, he/she will be counted absent.

6. Whenever absences become excessive and minimum course objectives cannot be met, the student should initiate withdrawal from the course.
7. "Excessive absences" can be defined as more than FOUR (4) unexcused absences through the course of the semester.
8. The only absences labeled as "excused" are those absences due to participation in school functions, or documentable absences due to illness (doctor's note required in the next class period), or a death in the family requires the student to be in attendance of a funeral (proof required).
9. The instructor will administratively drop a student due to excessive absences.
10. 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.
11. Absences one day over your allotment may lower your final course total by 10 points.
12. Each subsequent absence may lower your final course total by 5 points.
13. If minimum objectives cannot be met, the student should withdraw from the course.

### **Make-Up Policy**

Make-up work is NOT guaranteed. All work has a deadline and deadlines must be met even if the student is absent. See the professor's locator information for emailing work if you are not in class. An absence on the day that you are scheduled for oral presentations or examinations will result in a grade of zero for the assignment unless you meet one of the following requirements. Students may only make up speeches in the event of sickness or the death of a family member and in both cases must provide proof. In the case of sickness, a doctor's note is required to make up a speech. If you don't go to the doctor, then you are not sick enough to miss class! In the event of a funeral, the funeral program or obituary is required. These are the only two cases accepted for any form of makeup speeches. Being unprepared OR not knowing the date of your speech is not an acceptable excuse! 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 of 20 points for the assignment. Only ONE speech may be made up during the semester on the designated date for make ups.

### **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.

### **ADA 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. For more information, call or visit the Disability Services Office at the Levelland Campus, (806) 716-2577.

### **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.

### **Campus Concealed Carry Statement**

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 following.

- Natatorium

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. You will find your instructor's contact information in the employee directory at the link below.

<http://www2.southplainscollege.edu/information-for/employees/employee-directory>

**Course Schedule:** \* Please note that this schedule is tentative and slight changes may be made as the semester progresses.

	Weekly Readings	Monday	Wednesday	Mind Tap DUE Monday 11:59 pm
<b>Week 1</b> 01/15/2018			Syllabus/ Course Introduction	<b>01/22/2018</b>
<b>Week 2</b> 01/22/2018	Ch. 1 & 2	Chapter 1: Foundations of Public Speaking  <i>Assign CA Paper</i>	Chapter 2: Your First Speech	<b>01/29/2018</b>
<b>Week 3</b> 01/29/2018	Ch. 3	Chapter 3: Listening  <b>CA Paper Due</b>	Cover Letters/ Resumes	<b>02/05/2018</b>
<b>Week 4</b> 02/05/2018	Ch. 4	Cultural Communication	Chapter 4: Determining an Appropriate Speech Goal	<b>02/12/2018</b>
<b>Week 5</b> 02/12/2018	Ch. 7,8, &12	Chapter 7: Organizing the Speech Body & Chapter 8: The Introduction & Conclusion  <b>CL/Resume Due</b>	Chapter 12: Informative Speaking	<b>02/19/2018</b>
<b>Week 6</b> 02/19/2018	Ch. 5,6,10, &11	Chapter 5: Adapting to Audiences & Chapter 6: Topic Development	Chapter 11: Delivery Chapter 10: Language and Oral Style	<b>02/26/2018</b>
<b>Week 7</b> 02/26/2018		Workshop	<b>Informative Speech Day 1</b>	<b>03/05/2018</b>
<b>Week 8</b> 03/05/2018	Ch. 9	<b>Informative Speech Day 2</b>	Chapter 9: Presentational Aids	<b>03/12/2018</b>
<b>Week</b> 03/12/2018		<b>SPRING BREAK</b>	<b>SPRING BREAK</b>	
<b>Week 9</b> 03/19/2018		Values Activity	<b>Exam 1</b>	<b>03/26/2018</b>
<b>Week 10</b> 03/26/2018	Ch. 13 & 14	Chapter 13: Persuasive Messages Chapter 14: Persuasive Speaking	Career Research Interviews	<b>04/02/2018</b>
<b>Week 11</b> 04/02/2018		Employment Interviews	<b>Persuasive Speech Day 1</b>	<b>04/09/2018</b>
<b>Week 12</b> 04/09/2018	Ch. 16	<b>Persuasive Speech Day 2</b>	Chapter 16: Group Communication & Presentations	<b>04/16/2018</b>
<b>Week 13</b> 04/16/2018	Ch. 15	Group Workday	Chapter 15: Special Occasion  <b>Career Interview Due</b>	<b>04/23/2018</b>
<b>Week 14</b> 04/23/2018		Group Speech Workshop	<b>Group Speech Day 1</b>	<b>04/30/2018</b>
<b>Week 15</b> 04/30/2018		<b>Exam 2</b>	Course Wrap Up Impromptu Prep	
<b>FINAL EXAMS</b> 05/07/2018-05/10/2018			<b>Section 001:</b> 8am-10am <b>Section 003:</b> 10:15am-12:15pm	