

## **Online 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 and ITV

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

**Textbook :** Business and Professional Communication: Principles and Skills for Leadership by Steven A. Beebe and Timothy P. Mottet, 3rd Edition, Pearson.

Print ISBN: 9780133973488, 0133973484

eText ISBN: 9780133973563, 0133973565

### **Supplies:**

1. Textbook
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, quizzes, and tests

**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; 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.

**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 to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland Student Health & Wellness Center 806-716-2577, Reese Center (also covers ATC) Building 8: 806-716-4675, Plainview Center Main Office: 806-716-4302 or 806-296-9611, or the Health and Wellness main number at 806-716-2529.

**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. If anyone is openly rude in class, s/he will be asked to leave class. If s/he is repeatedly rude, s/he will be dropped from the class.

**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 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.

**Rebecca Greene**  
**rgreene@southplainscollege.edu**  
**806.716.2445**

**Evaluation:**

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

Exams, Major Presentations, Group Activities,	60%
Daily Work, Critiques, Class Participation, Quizzes	20%
Final Examination, Career Research Interview	20%

**Attendance and Tardy Policy:** Students are expected to attend all classes in order to be successful in a course. 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. 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.

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

- a. **For hybrid/online sections, you MUST attend face-to-face meetings and complete online coursework. If you have more than 1 unexcused absence or miss more than 2 major assignments, you may be dropped from the course.**
- b. **In a summer session, failure to complete 3 Chapter quizzes and/or activities will result in being dropped from the class.**

**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 (25 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.

## **Grade Distribution:**

Test 1	10%
Test 2	10%
Test 3	10%
Informative Presentation	10%
Group Impromptu (4)	10%
Persuasive Presentation	10%
Quizzes	10%
Participation	10%
Job Descrip., Cover Letter/Resume	10%
Career Research Interview	10%

## **Course Work:**

1. Exams-There will be 3 major assessments/exams during the semester. Each exam covers the information preceding the exam. There are no cumulative exams.
2. Presentations-Completion of the three presentations (speeches) is a requirement for passing this class. On your scheduled speech dates, you will be presenting various types of presentations. You must be an attentive audience member for other presentations given during your scheduled class time, and you must complete all speeches to pass this course. Points will be deducted from your presentation if you are not an attentive and respectful audience member. The two individual speech assignments are explained in the Assignments section of Blackboard. Additional information can be found within the weekly sections for the correct chapters.
3. Participation-You will be asked to engage in discussions and to do outlines and peer and self-evaluations for presentations. These assignments count as participation grades.
4. You will find all chapter quizzes under the Quizzes section in Blackboard. You MUST take the quiz by the deadline.

## **Course and Technical Help:**

Do not hesitate to call or e-mail me if you have course-related questions. I am here to guide you through the course. Generally, I will try to respond to calls and e-mails within 24 hours during the week.

Be aware that the Instructional Technology office and Blackboard both recommend using a browser other than Internet Explorer when using Blackboard.

Please realize that this is not a computer class, so our content is business and professional communication, not Windows or Word processing. I can answer any questions about the course content or assignments, but I will be no help with technical problems.

## **Blackboard Support**

For Blackboard support you make refer to the following resources:

1. When you log into Blackboard (BB), at the very top of the page, you will see a question mark icon with the word help next to it. Click on that icon.
2. You may also contact  
Secretary to the Director of Instructional Technology  
Ext. 2180  
Direct: 806-716-2180  
[blackboard@southplainscollege.edu](mailto:blackboard@southplainscollege.edu)
3. On the Student tab of MySPC, there is a menu of folders on the left. Click the folder labeled "Distance Education" for more information about blackboard and web browser.

# SPCH 1321 Business and Professional Communication

## Weekly Schedule Summer I 2018

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Course in-class meetings will be on Mondays & Wednesdays.

<u>Deadline or Class Date</u>		<u>Assignments Due are Bolded</u>
6/4	Monday	*Introduction, course introduction, Chapter 1
6/5	Tuesday	<b>-Orientation activities and quiz</b> <b>-Chapter 1 activities and quiz</b>
6/6	Wednesday	*Interviewing *Job Description, Resume, Cover letter *Discuss group impromptu
6/7	Thursday	<b>-Read Articles for group impromptus</b> <b>-Chapter 8, activities and quiz</b> <b>-Chapter 4, activities and quiz</b> <b>-Work on job description, resume, and cover letter assignment and print to bring to class on Monday</b>
6/11	Monday	<b>-Job Description, Resume, Cover Letter due</b> <b>-Group Impromptu Presentations</b> *Career Research Interview (IGI) *Informative Presentations/Corporate Crisis Presentations
6/12	Tuesday	<b>-Chapter 7 and Career Research Interview activities and quiz</b> <b>-Test 1 due (Orientation, Chapters 1, 8, 4 &amp; 7)</b> review quiz questions to prepare for tests.
6/13	Wednesday	<b>-Group impromptu presentation</b> *Organizing Informative Presentations *Presentation delivery
6/14	Thursday	<b>-Chapter 11 activities and quiz</b> <b>-Email Ms. Greene rough draft outline</b> <b>-Chapter 12 activities and quiz</b>
6/18	Monday	<b>-Corporate Crisis Presentations</b> *Persuasive presentations
6/19	Tuesday	<b>-Chapter 13 quiz</b> <b>-Chapter 3 quiz</b> <b>-Research for persuasive</b>
6/20	Wednesday	<b>- Group Impromptus</b> *Persuasive presentations
6/21	Thursday	<b>--Test 2 due (Chapters 11, 12, 13, &amp; 3)</b> <b>-Chapter 5 activities and quiz</b> <b>-Chapter 6 activities and quiz</b>
6/25	Monday	*Group activity *Work on persuasive outlines
6/26	Tuesday	<b>-Chapter 2 quiz</b> <b>Chapter 9 activities and quiz</b>
6/27	Wednesday	<b>-Present Persuasive Presentations</b>
6/28	Thursday	<b>IGI due by 11:59pm</b>
7/2	Monday	<b>Test 3 due (Chapters 2, 5, 6, and 9) No face-to-face class today</b>

### Important Notes

1. Do NOT wait until an hour before the first quiz deadline to find out if Blackboard works correctly for you. Get on Blackboard and try navigating around to make sure that items display correctly. Call 716-2180 for Blackboard help. If you wait until the last minute and have a technical difficulty, I will not change the deadline for you.
2. If you do not turn in an assignment by the due date, 10 percentage points will be deducted for each day (including weekends) it is late. So, it is best to email me the assignment as soon as it is complete.
3. Check your SPC email often, or forward it to the email address you check regularly.
4. Students have ONE WEEK after a grade or absence is posted to discuss the grade with me. After such date, the grade will not be changed.
5. Laptops may not be used to take notes in class due to social network abusers.
6. You must silence or turn off cell phones for class. No texting during class. If cell phone usage is a reoccurring problem, I reserve the right to count you absent if you are repeatedly on your phone.
7. No tobacco products are allowed in the classroom.
8. Students may only make up presentations for full points 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. In the event of a funeral, the funeral program or obituary is required. **If you miss doing your presentation for any other reason, 25 points will be deducted.**
9. **June 25<sup>th</sup>** is the last day for a student to drop a course.
10. Attendance is monitored through completion of all assignments, including quizzes, activities, and tests. Just logging into Blackboard does not keep you compliant. You **must** complete assignments.
11. **In a summer session, failure to complete 3 Chapter quizzes and/or activities will result in being dropped from the class.**
12. **In a summer session, missing more than 1 face-to-face meeting without prior permission will result in being dropped from the class.**
13. **Your instructor may administratively drop you with an "X" after 3 chapters of quizzes/activities are not completed or after more than 1 absence. If you are not eligible for the "X," then you will be given an "F" for the course. No grade reversals will be given once dropped.**
14. **Words of warning: Missing a major assignment – cover letter and resume, speech, exam, etc – will result in lowering your course grade one letter grade. If you miss two major assignments (worth 10% each), you will be dropped from this course.**