

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

**Professor Information**

**Professor:**Rebecca Greene

**Email:** [rgreene@southplainscollege.edu](mailto:rgreene@southplainscollege.edu)

**Virtual Office Hours in Blackboard Collaborate:** By appointment

**Phone:** 806.716.2445

**Levelland Office:** CM 140

**Lubbock Center Office:** 125K

**Office Hours Levelland:** MW 10:45-11:45, 2:15-3:30  
Friday 9:30-12:30

**Office Hours Lubbock Center:** TR 12:45-3:00

**Communication Plan**

- Expect an email reply within 24 hours on weekdays, and within 48 hours on weekends. If you don't hear back from me, please contact me again.
- Please use the SPC email found at the top of the syllabus for sending e-mail messages to me.
- I will be posting course related announcements in Blackboard.

**Course Description and Purpose**

Welcome to SPCH 1321-Business & Professional Communication! It is my sincere hope that you will learn to enjoy the process of public speaking while gaining confidence, improving your skills, and making new friends.

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.

This 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.

**Required Course Textbook** Business and Professional Communication: Principles and Skills for Leadership by Steven A. Beebe and Timothy P. Mottet, 3rd Edition, Pearson. ISBN-10: 0133973484 • ISBN-13: 9780133973488

**Technical Requirements**

- Desktop or laptop computer
- High speed internet access
- SPC E-mail
- Microsoft Office
- Adobe Reader (download from [Adobe.com](http://Adobe.com) )
- Flash Player (download from [Adobe Flashplayer](http://Adobe Flashplayer) )
- Audio and video capabilities (for watching and listening to course content)
- Blackboard Collaborate system requirements

**Technical Skill Requirements**

Be comfortable with the following

- Microsoft Word or word processor that can save Word compatible files (.doc)
- Using email for communication, attaching documents
- Internet search engines and browsers
- Recording and uploading video files. Not having a way to record speeches or vlogs will not be tolerated as an excuse for failure to submit assignments.
- The ability to download video files, or to stream files.

### **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 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.

**This course partially satisfies a Core Curriculum Requirement:** Institutional Foundational Component Area (090)

### **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.

### **Student Code of Conduct Policy**

Any successful learning experience requires mutual respect on the part of the student and the instructor. Neither instructor nor student should be subject to others' behavior that is rude, disruptive, intimidating, aggressive, or demeaning. Student conduct that disrupts the learning process or is deemed disrespectful or threatening shall not be tolerated and may lead to disciplinary action and/or removal from class.

## **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.

## **Course Organization**

This course is organized into weekly Folders. You can access the weekly units by clicking on the Folders Link on the Course Menu in Blackboard. Weekly folders will contain a combination of reading assignments, lecture videos or screencasts, links to additional readings and/or video material, and other content that will help you understand the focus of that week. Additionally, there will be various assessments included in each folder, such as quizzes, tests, learning activities, major assignments discussion boards and comments, video conferences, speeches, and peer and self-evaluations. Check the course schedule to see the specific assessments included in each folder and specific due dates for each assessment.

You can access your grades on the Blackboard Course Menu (My Grades). Grades will be posted after the due date and after all assignments have been graded. Speech Grading Rubrics will be made available to you when speeches are assigned so that you can prepare for my assessment methods.

Your final grade will be determined as follows:

- To earn an A, you need 89.5%
- To earn a B, you need 79.5%
- To earn a C, you need 69.5%
- To earn a D, you need 59.5%
- If your percentage is 59.4 or less, you will earn an F

If you have questions about or are concerned about a specific grade you earned, you will need to email me or visit me in virtual or face-to-face office hours to discuss the grade. If you want to appeal a grade you earned on a specific assignment, you have one week after the grade has been posted in Blackboard to approach your instructor about your questions or concerns. After one week, I will consider the matter closed. When you approach me after viewing your grade, you are expected to have revisited the assignment or speech description, the grading rubric, and the feedback provided to you by me.

## **Assignment Submissions**

You will submit many assignments through their designated submission link in Blackboard. You are required to title your assignment files in the following format: "lastname\_firstname\_assignmentname.doc".

## **Grade Distribution**

Test 1	10%-100 points
Test 2	10%-100 points
Test 3	10%-100 points
Job Descrip., Cover Letter/Resume	10%-100 points
Career Research Interview	10%-100 points
Informative Presentation	10%-100 points
Persuasive Presentation	10%-100 points
Group Presentation	10%-100 points
Quizzes	10%-all quiz scores averaged
Participation	10%-all participation points averaged

## **Course Work**

1. Exams-There will be 3 major exams during the semester. Each exam covers the information preceding the exam. There are no cumulative exams.

2. Presentations-Completion of the 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 group time, and you must complete all speeches to pass this course. Points will be deducted from your presentation if you are late, and/or 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 Folders sections for the correct chapters.
3. Participation-You will be asked to engage in discussions and to do learning activities throughout the semester. These assignments and discussion boards count as participation grades.
4. You will find all chapter quizzes within each weekly folder in Blackboard. You MUST take the quiz by the deadline.

### **Attendance & Late Work Policy**

Weekly quizzes, learning activities, discussions, vlogs/comments, speech uploads, and peer and self-evaluations are due by 11:59pm Central Standard Time on the due date listed on the Course Schedule. Late work will not be accepted. The only exception that will be made will be for extended illnesses or a death in the family. In such instances, you must submit verifiable and official documentation to your instructor (e.g., a doctor's note indicating an extended illness or extenuating circumstance). Technological issues are not an excuse for late work. Do your assignments, quizzes and speeches early to ensure you have time for any issues that might arise.

Face-to-face meetings are required since having a live audience is an important part of learning to give presentations. The only exception that will be made is in the event of a medical emergency. In such instances, you must submit verifiable and official documentation to your instructor (e.g., a doctor's note). If you are unable to commit to the video conferencing on the dates and times listed on the Course Schedule, you will need to drop the course.

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:

For online sections, you MUST face to face meetings and complete online coursework. If you have 1 unexcused face to face absence, miss the equivalent of 2 weeks of online course completion, or fail to turn in 2 major assignments, you will be dropped from the course.

### **Professor Communication Expectations of the Student**

- You will be expected to log into the Blackboard course **daily** to be aware of possible announcements/reminders and to pace your progress in the course.
- Higher institutions recommend that students plan to spend 2-3 hours of outside study for every 1 hour of in class time. For a 3 credit-hour, face-to-face course that means a total time investment of 6-9 hours per week, or 90-135 hours per semester, in a 15-week course. Expectations for time investment are no less rigorous for online courses at SPC. According to this guideline, you should expect to invest 6-9 hours per week in this course, during a fall or spring semester; more in a summer course.
- Online course activities promote learning and the creation of a learning community, so they are encouraged and expected.

- Students are expected to maintain an online environment conducive to learning, which includes “netiquette” (Internet etiquette). Ensure that your e-mail messages, discussion board postings, and other electronic communications are thoughtful. Diverse opinions are welcome in this course, and you are expected to demonstrate an open mind and courtesy when responding to the thoughts and ideas of others.
- Civility in the Online Classroom (**the following are prohibited**):
  - making offensive remarks in e-mail or the discussion board,
  - using inappropriate language or discussing inappropriate topics online,
  - spamming,
  - hacking,
  - using SPC or Blackboard e-mail or discussion board for commercial purposes,
  - using all caps (considered shouting in online communications), or
  - cyber-bullying or online harassment of any type.
- Inappropriate behavior shall result in consequences ranging from a request to correct the problem, to removal from the course or even the university, depending on the severity of the behavior. Disciplinary actions will be taken according to the SPC Student Handbook.
- Note that students from other institutions are still bound by SPC policies in the course.

### **Course and Technical Help**

Please 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 and 48 hours on the weekend.

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)

### **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.

### **Disability 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 Crystal Gilster, Director of Health and Wellness at 806-716-2362 or email [cgilster@southplainscollege.edu](mailto:cgilster@southplainscollege.edu) for assistance.

**SPC Bookstore Price Match Guarantee Policy**

The bookstore has a policy about price-matching textbooks. Please talk to the bookstore about the policy.

# Hybrid SPCH 1321 Business and Professional Communication

Weekly Schedule Spring 2020

Rebecca Greene

rgreene@southplainscollege.edu

Phone: 806.716.2445

**Levelland Office: CM 140**

**Lubbock Center Office: 125K**

**Office Hours Levelland: MW 10:45-11:45, 2:15-3:30**

**Office Hours Lubbock Center: TR 12:45-3:00**

**Friday, 9:30-12:30**

Course in-class meetings will be on Tuesday evenings from 6-8:50 pm at the Lubbock Center, room 123, on 1/21, 2/4, 2/25, 3/24, and 4/14.

Semester Week	Class Week & FTF Meetings Class week begins on Tuesdays (Due Dates: Mondays at 11:59 pm)	Assignments *Assignments may change occasionally. ALWAYS check the Bb folder.*
<b>Week 1</b> Getting Started	Class Week starts January 13  <u>Due Date: January 20</u>	Getting Started <b>Email Contract</b> Discussion Quiz, Course Pre-Test
<b>Week 2</b> Communicating and Leading at Work	Class Week starts January 21 <b>Face-to face (FTF) meeting</b> <b>-Course introduction</b> <u>Due Date: January 27</u>	Read Chapter 1 Discussion Communication Analysis Assignment Quiz
<b>Week 3</b> Preparing for Interviews & Resumes and Cover Letters	Class Week starts January 28  <u>Due Date: February 3</u>	Read Chapter 8 & Job Description, Resume & Cover Letter Assignment Work on job description, cover letter and resume Make or update your LinkedIn profile Quiz
<b>Week 4</b> Interviewing Skills & Career Research Interviews	Class Week starts February 4 <b>FTF meeting</b> <b>-JD resume, and cover letter DUE</b> <b>-Group Impromptu Presentations</b> <b>-Source citations/Outline format ONLY</b> <u>Due Date: February 10</u>	Read Chapter 7 & Career Research Interview Assignment and Review PowerPoint notes Work on job description, cover letter and resume Prepare for group impromptus in FTF meeting next week Quiz Ch 7 Quiz Career Research Interview Assignment & Notes
<b>Week 5</b> Developing your Professional Presentation	Class Week starts February 11  <u>Due date: February 17</u>	Read Chapter 11 & Informative Presentation Assignment Watch the video about speech organization items Discussion Post corporate crisis topic Quiz Start researching/planning outline for Info CC presentation <b>Test 1 due 2/17 by 11:59pm</b>
<b>Week 6</b> Delivering Professional Presentations	Class Week starts February 18  <u>Due date: February 24</u>	Read Chapter 12 (partial-see Ch 12 folder on Bb) Review Oral Source Citations handout Discussion <b>Turn in outline rough draft by Thurs 2/20 at 11:59pm</b> Quiz
<b>Week 7</b> Using Verbal & Nonverbal Messages	Class Week starts February 25 <b>FTF Meeting</b> <b>Corporate Crisis Presentations- bring printed outline, your note cards and a PEN</b> <u>Due date: March 2</u>	Read Chapter 3 Discussion In Informative Presentation Self Evaluation Quiz

Semester Week	Class Week <u>Begins on Tuesdays</u> ( <u>Due Date Mondays at 11:59 pm</u> )	<u>Assignments</u> *Assignments may change occasionally. ALWAYS check the BB folder.*
<b>Week 8</b> Listening	Class Week starts March 3  <u>Due date: March 9</u>	Read Chapter 4 Discussion  Quiz
<b>Week 9</b> Persuasive Speaking	Class Week starts March 10  <u>Due date: March 23</u>	Read Chapter 13 & Persuasive Presentation Assignment Discussion Persuasive Analysis Assignment Quiz <b>Happy Spring Break!</b>
<b>Week 10</b> Being Aware of How you Communicate at Work	Class Week starts March 24 <b>FTF Meeting</b> <b>Group Impromptu Presentations</b> <b>Discuss persuasive presentation</b> <u>Due date: March 30</u>	Read Chapter 2 & article <i>12 Tactics to become more Charismatic and Influential</i> Bystander Intervention of Harassment Quiz <b>Test 2 due 3/30 by 11:59pm</b>
<b>Week 11</b> Collaborating in Groups	Class Week starts March 31  <u>Due date: April 6</u>	Read Chapter 9 Post topic-product, service, or actionable idea Quiz
<b>Week 12</b> Prepare for persuasive presentations	Class Week starts April 7  <u>Due date: April 13</u>	Discussion <b>Turn in outline by Thurs 4/9 @ 11:59</b> Quiz
<b>Week 13</b> Dealing with Differences	Class Week starts April 14 <b>FTF meeting</b> <b>Persuasive Presentation - bring printed outline, your note cards and a PEN</b> <u>Due date: April 20</u>	Read Chapter 5 Discussion Persuasive self-evaluation Quiz
<b>Week 14</b> Relating to others at Work	Class Week starts April 21 Due date : April 27	Read Chapter 6 Discussion Quiz
<b>Week 15</b> Work on Career Research Interview	Class Week starts April 28  <u>Due date: May 4</u>	<b>Test 3 opens on 4/30</b> <b>Career Research Interview (IGI) 5/4</b>
<b>Week 16</b> Finals Week	<b>May 4-8</b> <b>Finals Week</b>	<b>Test 3 by due 5/6 at 11:59pm</b>

### Important Notes

- You MUST attend our face-to-face class times.** If you must miss a class face-to-face meeting, you must inform me in advance. If you miss a face-to-face meeting more than once without prior permission, you will be dropped from the course.
- 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.
- If you do not hand 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.

4. Students, check your SPC email often, or forward it to the email address you check regularly.
5. 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.
6. Laptops may not be used to take notes in class due to social network abusers.
7. You must silence or turn off cell phones for class. No texting during class.
8. No tobacco products are allowed in the classroom.
9. 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.**
10. **April 23** is the last day for a student to drop a course.
11. **If you miss more than the equivalent of two weeks in this course, you will be dropped from the course.** 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.
12. **Your instructor may administratively drop you with a "X" after two weeks of online non-completion. 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.**
13. **If you have something happen during the semester which makes you miss class for more than a week, please let me know a little about your situation as soon as possible. Don't wait! Sending an email to let me know what is going on is much better than just waiting and showing up after being gone from class for a week.**
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 probably be dropped from this course.**