

Course Syllabus

SPCH 1321 (3:3:0)

Business and Professional Speech Communication

Communication Department

Division of Arts and Sciences

Lubbock Downtown Campus

South Plains College

Fall, 2022

Janna Holt-Day

SPCH 1321-BUSINESS AND PROFESSIONAL COMMUNICATION

Department: Communications

Discipline: Speech Communication

Course Number: SPCH1321

Course Title: Business and Professional Communication

Available Formats: Conventional, internet, hybrid

Campuses: Levelland, Reese, Plainview, Lubbock Center, Dual-Credit

Prerequisite: None

Credit: 3 **Lecture:** 3 **Lab:** 0

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

Course Description

Study and application of communication within the business and professional context. Special emphasis will be given to communication competencies in presentations, dyads, teams and technologically mediated formats.

Core Curriculum Objectives addressed:

- **Communications skills**—to include effective written, oral and visual communication
- **Critical thinking skills**—to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- **Teamwork**—to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- **Personal Responsibility**—to include the ability to connect choices, actions, and consequences to ethical decision-making.
- **Social Responsibility**—to include the demonstrated knowledge and competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

Student Learning Outcomes/Competencies

Upon successful completion of this course, students will:

1. Demonstrate communication competence and critical thinking through an understanding of the foundational communication models.
2. Demonstrate essential public speaking skills in professional presentations.

3. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership and performance appraisals.)
4. Apply essential dyadic and small group processes as they relate to the workplace.
5. Utilize various technologies as they relate to competent communication.
6. Demonstrate effective cross-cultural communication.

Faculty Information

Instructor: Janna Holt-Day

Email: jholtday@southplainscollege.edu

Office Hours at Lubbock Downtown Center, unless attending meetings at the main campus in Levelland. Downtown Center office, B002. Please click on Course Information and then Instructor in Blackboard for times. Office Hours are also listed on the hard copy of the Weekly Schedule.

Communication Plan

- You can expect an email reply during the work week, Monday through Thursday, between 10am and 5pm, and Friday from 11am - 3:30pm.
- I will be posting course related announcements in Blackboard throughout the semester.

Required Course Textbook

Fox, J. & Finley, K. (2018). From Entry Level to Executive: All Communication Counts.

TexBook Program: This course is in the SPC TexBook program, so you do not need to purchase a textbook or access code for this course.

- What is TexBook? The required textbook/digital content for this course is available to you in Blackboard from the first day of class. The charge for the textbook/digital content is the lowest price available from the publisher and bookstore and is included in your tuition.
- How do I access my TexBook? Your course material is in your Blackboard course from the first day of class. Access to your course material is provided either by VitalSource or other links inside your Blackboard course. VitalSource (and many publisher's) ebook features include the ability to hear the text read aloud, highlight, take notes, create flash cards, see word definitions, build study guides, print select pages, and download 100% of the book for offline access.
- Help with TexBook issues and support: check with your professor or visit: <https://support.vitalsource.com/hc/en-us/requests/new> (available 24/7 via chat, email, phone, and text)
- Opting out of TexBook: Participating in TexBook is not mandatory, and you can choose to opt out. However, by opting out you will lose access to the course textbook/digital content and competitive pricing, and you will need to purchase the required course material on your own. If

you drop the class or opt-out before the opt-out deadline, the TexBook fee will be automatically refunded to your SPC account. The opt-out deadline for Fall and Spring is the twelfth class day. The opt-out deadline for shorter terms varies between the second and third class day.

*Please consult with your professor before deciding to opt-out. If you still feel that you should purchase the course textbook/materials on your own, send an opt-out email to tfewell4texasbookcompany@gmail.com. Include your first name, last name, student ID number, and the course you are opting out of. Once you have been opted-out, you will receive a confirmation email. If you need assistance with the process, contact the SPC Bookstore:

Email: tfewell@texasbook.com / Phone: 806-716-2399

Email: agamble@texasbook.com / Phone: 806-716-4610

Technical Requirements

- Desktop or laptop computer
- High speed internet access
- SPC E-mail
- Microsoft Office · Adobe Reader (download from Adobe.com) · Flash Player (download from Adobe Flashplayer)
- Audio and video capabilities (for watching and listening to course content)
- All videos need to be in .mov or .mp4 file if sending to instructor, but feel free to use youtube channel and send link
- Web camera and microphone (for video conferencing and recording)
- A USB headset with microphone or headphones (for video conferencing)
- All software needs to be updated on computer or laptop

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.

Recommended Course Materials

- Digital video recording equipment capable of recording up to 10 minutes of video footage
- A tripod

Course Requirements

1. Read the information assigned; you will be quizzed on this material, in addition to class lecture/discussion materials on scheduled quizzes.
2. Take thorough notes and study all lecture material, informational handouts, and assigned readings.
3. Actively participate in group discussions and activities.
4. Show maturity and professionalism in preparation of assignments and in online meetings.
5. Be courteous to fellow classmates/speakers by not being a distraction.
6. Meet with the instructor during office hours whenever assistance is needed regarding class assignments.
7. 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. Initiate withdrawal from the course if absences become excessive.

Course Organization

This course is organized into 15 learning modules listed by weeks. You can access the modules by clicking on the Weeks link in Blackboard. Modules 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 particular module. Additionally, there will be various assessments included in each module, such as quizzes, learning activities, major assignments discussion boards and comments, video conferences, speeches, and peer and self-evaluations. Check the weekly schedule to see the specific assessments included in each module and specific due dates for each assessment.

Grading

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 an average of at least 90.0
- To earn a B, you need an average of at least 80.0
- To earn a C, you need an average of at least 70.0
- To earn a D, you need an average of at least 60.0
- If your average is 59.9 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 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 me 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.

Grade Distribution

50% Major Assignments

In class Informative Speech - 10%

In class Persuasive Speech - 10%

Group Project Video - 10%

Information Gathering Interview - 10%

Resume and Cover Letter - 10%

25% Tests

11 Chapter Tests - 20%

Final - 5%

25% Activities

8 Activities - 25%

Assignment Submissions

You will submit all assignments through their designated submission link in Blackboard. You are required to title your assignment files in the following format if you are attaching the file: "lastname_firstname_assignmentname.doc".

Late Work Policy

Weekly quizzes, learning activities, group video, speech uploads, and peer and self-evaluations are due by 11:59pm Central Standard Time on Sunday of that week. 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.

If you are not present on your in class speech day, you may receive a 0 for the speech. Come to any other speech days ready to give your speech, and if there is time, you may be allowed to speak. Turn in any written work for partial credit.

Computer Crash

Not having a working computer or a crashed computer during the semester will not be considered as an acceptable reason for not completing course activities at a scheduled time. Note: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes.

Server Problems

When the Blackboard server needs downtime for maintenance, the Blackboard administrator will post an announcement in your course informing the time and date. If the server experiences unforeseen problems your course instructor will send an email.

Lost/Corrupt/Disappeared Files

You must keep/save a copy of every project/assignment on an external disk or personal computer. In the event of any kind of failure (e.g., Blackboard server crash or virus infection, students own computer crashes, loss of files in cyberspace, etc.) or any contradictions/problems, I may/will request you to resubmit the files. In other words, if you submit a document to me, and I do not receive it (lost in cyberspace) or it is corrupted when I open it, you need to resend it to me, corrected, with little or no "downtime" in regard to the timeline for submission.

Course Work

1. Speeches

a. You will deliver two in class speeches. More information about speech purposes and instructions will be included in the weeks sections. Below you will find basic information about each speech.

i. The Informative Speech is 3-4 minutes.

ii. The Persuasive Speech is 4-5 minutes. Additionally, this speech will require you to use researched information and sources in your speech and to use a PowerPoint Presentation.

2. Peer and Self-Evaluations

a. You will complete self-evaluations and a peer evaluation. These evaluations will give you the opportunity to reflect on your own speeches and the speeches of your group members.

3. Week Quizzes

a. You will take quizzes based on chapter readings, videos, and any other supplemental material presented in each module.

4. Learning Activities

a. You will complete learning activities designed to help you apply course material and prepare for your upcoming speeches and quizzes.

5. Group Project

a. You will be assigned a group and together you will use multimedia and create a video file project.

Instructors 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 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 nine hours per week, or 135 hours per semester, in a 15-week course.
- In class activities promote learning and the creation of a learning community, so they are encouraged and expected.
- Students are expected to maintain an environment conducive to learning, which includes good etiquette. More importantly ensure that your in class discussions, e-mail messages, and other electronic communications are thoughtful. We will welcome diverse opinions in this course, and you are expected to demonstrate an open mind and courtesy when responding to the thoughts and ideas of others.
- 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.

Blackboard and Technical Support

Be aware that the Information System 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. If you are using a Mac for this course, be sure you save your assignments to be able to be opened by a pc.

For Blackboard support you may refer to the following resources:

1. When you are in our Blackboard class there is a Help button on the left side of the screen close to the bottom. You might need to scroll down to see it. Click on the Help button.
2. You may also contact South Plains College Blackboard at blackboard@southplainscollege.edu or at 806-716-2180.

For technical support you may refer to the following resources:

1. You may contact South Plains College Technical Support by emailing helpdesk@southplainscollege.edu or call 806-716-2600.

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.

Covid-19 Policy Statement:

If you are experiencing any of the following symptoms, please do not attend class and either seek medical attention or test for COVID-19.

- Cough, shortness of breath, difficulty breathing
- Fever or chills
- Muscles or body aches
- Vomiting or diarrhea
- New loss of taste and smell

Please also notify DeEtte Edens, BSN, RN, Associate Director of Health & Wellness, at dedens@southplainscollege.edu or 806-716-2376. Proof of a positive test is required. A home

test is sufficient but students must submit a photo of the positive result. The date of test must be written on the test result and an ID included in the photo. If tested elsewhere (clinic, pharmacy, etc.), please submit a copy of the doctor's note or email notification. Results may be emailed to DeEtte Edens, BSN, RN at dedens@southplainscollege.edu.

A student is clear to return to class without further assessment from DeEtte Edens, BSN, RN if they have completed the 5-day isolation period, symptoms have improved, and they are without fever for 24 hours without the use of fever-reducing medication.

Students must communicate with DeEtte Edens, BSN, RN prior to their return date if still symptomatic at the end of the 5-day isolation.

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.

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, Lubbock Downtown Center 806-716-4675, or Plainview Center 806-716-4302 or 806-296-9611.

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.

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 806-716-2592.

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>

Business and Professional Speech Communication

Week 1 Aug. 29-Sept. 4	Read Course Syllabus	Do Online (By Sunday at midnight) Pre Test, Student Info. Sheet	Monday In Class Course Discussion Meet Classmates	Wed. In Class Syllabus Disc. Outline Speech Dis.
Week 2 September 6-11 (Labor Day, Mon. 5th)	Chapter 1 and 2	Ch. 1&2 test PRCA Activity	Informative Speech Discussion/Outline	Ch. 1&2 Disc. Outline Activity
Week 3 September 12-18	Chapter 3	Ch. 3 test	Outline Activity	Comm. Anal. Paper Ch. 3 Disc.
Week 4 September 19-25	Chapter 9	Ch. 9 test Eval. Sample Inform. Speech	Interview disc. Resume & CL disc	Ch. 9 Disc.
Week 5 Sept. 26-Oct. 2	Chapter 4	Ch. 4 test	Informative Speech Due	Inform. Sp. Due Ch. 4 Disc.
Week 6 October 3-9	Chapter 5	Ch. 5 test	Informative Speech Due	Inform. Sp. Due Ch. 5 Disc.
Week 7 October 10-16 (Fall Break Fri. 14)	Chapter 6	Ch. 6 test Self Evaluation	Resume and Cover Letter Workday	Ch. 6 Disc.
Week 8 October 17-23	Chapter 7	Ch. 7 test Int & Res/CL Due, Sun	Int & Res/CL Due for F2F Grading	Ch. 7 Disc. Int & Res/CL Due
Week 9 October 24-30	Chapter 8	Ch. 8 test Eval. Sample Pers. Speech	Persuasive Speech Disc.	Ch. 8 Disc.
Week 10 Oct. 31-Nov. 6	Chapter 10	Ch. 10 test Sample Power Point	Group Project Video Disc.	Ch. 10 Disc.
Week 11 November 7-13	Chapter 11	Ch. 11 test	Persuasive Speech Work/Ch. 11 Disc.	No Class Meeting!
Week 12 November 14-20	Chapter 12	Ch. 12 test	Persuasive Speech Due	Per. Sp. Due Ch. 12 Disc.
Week 13 November 21-27	Thanksgiving Break Nov. 23-25	Self Evaluation	Persuasive Speech Due	Per. Sp. Due
Week 14 Nov. 28-Dec. 4		Group Project Video Due/Sunday	Work in Groups	Work in Groups
Week 15 December 5-11		Post Test	Post Test Review	No Class Meeting!
Finals Week	Congrats!	You are finished!		