

Course Syllabus

SPCH 1321 (3:3:0)

Business and Professional Speech Communication

Communication Department

Division of Arts and Sciences

Levelland

South Plains College

Spring, 2021

Janna Holt-Day

# **SPCH 1321-BUSINESS AND PROFESSIONAL COMMUNICATION**

## **Faculty Information**

Instructor: Janna Holt-Day

Email: jholtday@southplainscollege.edu

Office Hours in Levelland for face to face, phone calls or email: Monday, 1-2:30, Thursday, 1-4:30, and Friday, 1-4

## **Communication Plan**

- You can expect an email reply during the work week, Monday through Thursday, between 10am and 6pm, and Friday from 1pm - 4pm.
- I will be posting course related announcements in Blackboard throughout the semester.

## **Course Information**

SPCH 1321 Business and Professional Communication. This course is delivered 100% online. It is my sincere hope that you will learn to enjoy the process of public speaking, while gaining confidence, improving your communication skills, and making new friends.

**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 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.

### **Required Course Textbook**

Fox, J. & Finley, K. (2018). From Entry Level to Executive: All Communication Counts. Fountainhead Press. ISBN: 978-1-64485-070-1  
WITHOUT Acclaim access.

### **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)
  - o 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**

A recording device for your interview assignment

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 online 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 having no distractions in the background.
6. Meet with the instructor in virtual 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 on the left side of the screen 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 virtual 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.

### **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, vlogs/comments, 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.

Video Conferences where you will deliver synchronous speeches are mandatory. Because our meeting times are strictly scheduled, you are allowed to make-up ONE speech only. The instructor determines the date/time of the makeup and it will result in a deduction of points of 20 pts.

## **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.

## **Learning Assessments**

### **Grade Distribution:**

#### **50% Major Assignments**

Live Meeting Informative Speech - 10%

Live Meeting 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

10 Activities - 20%

Communication Analysis Paper - 5%

**Course Work**

1. Speeches

a. You will deliver two major speeches in the course. 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 will be delivered to your audience in real-time in your Video Conference Meeting.

ii. The Persuasive Speech will be delivered to your audience in real-time in your Video Conference Meeting. 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. Expectations for time investment are no less rigorous for online courses at SPC. According to this guideline, you should expect to invest 9 hours per week in this course, during a spring or fall 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). More importantly ensure that your e-mail messages, discussion board postings, 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.
- Note that students from other institutions are still bound by SPC policies in the course.

### **Course 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 and 60 hours on the weekend.

### **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 online public speaking, 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](mailto: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](mailto:helpdesk@southplainscollege.edu) or call 806-716-2600.

### **Spring 2021 Facemask Policy**

It is the policy of South Plains College for the Spring 2021 semester that as a condition of on-campus enrollment, all students are required to engage in safe behaviors to avoid the spread of COVID-19 in the SPC community. Such behaviors specifically include the requirement that all students properly wear CDC-compliant face coverings while in SPC buildings including in classrooms, labs, hallways, and restrooms. Failure to comply with this policy may result in dismissal from the current class session. If the student refuses to leave the classroom or lab after being dismissed, the student may be referred to the Dean of Students on the Levelland campus or the Dean/Director of external centers for Student Code of Conduct Violation. Students who believe they have been exposed or may be COVID-19 positive, must contact Health Services, DeEtte Edens, BSN, RN at (806) 716-2376 or [dedens@southplainscollege.edu](mailto:dedens@southplainscollege.edu).

### **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**

ADA Statement - Levelland Campus

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 in the Student Health & Wellness Office, 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.

### **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.

### **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.

- o 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**  
**SPCH 1321.155, Online**

<b>Week 1</b>	<b><u>Read</u></b>	<b><u>Do</u></b> (By Sunday at midnight)	<b><u>Meet or Turn In</u></b>
January 19-24	Course Syllabus First Online Message	Pre Test, Student Info. Sheet	Sign Up for Live Meetings!
<b>Week 2</b> January 25-31	Chapter 1 and 2	Watch video, PRCA, Ch. 1&2 test	<b>Live Meeting! 1/29</b> <b>Intro and Info</b>
<b>Week 3</b> February 1-7	Chapter 3	Comm. analysis paper, Ch. 3 test	
<b>Week 4</b> February 8-14	Chapter 4	Outline activity/Outline template, Ch. 4 test	
<b>Week 5</b> February 15-21	Chapter 5	Evaluate Sample Inform. Speech, Ch. 5 test	
<b>Week 6</b> February 22-28	Chapter 6	Watch video, Ch. 6 test	<b>Live Meeting! 2/26</b> <b>Informative Spch, 3-4min</b>
<b>Week 7</b> March 1-7	Chapter 9	Self Evaluation, Ch. 9 test  Watch Information Gathering Interview Instruction Video	
<b>Week 8</b> March 8-14	Chapter 7	Ch. 7 test  Watch Resume and Cover Letter Video	
<b>Week 9</b> March 22-28	Chapter 8	Sample Power Point,  Watch video, Ch. 8 test	
<b>Week 10</b> March 29-April 4		Evaluate Sample Pers Sp	Information Gathering Interview and Resume, Cover Letter Due 4/4
<b>Week 11</b> April 5-11	Chapter 11	Conflict Mgmt Style Survey  Ch. 11 test	

<b>Week 12</b> April 12-18	Chapter 12	Ch. 12 test	
<b>Week 13</b> April 19-25		Persuasive Speech Outline with Works Cited	<b>Live Meeting! 4/23</b>  <b>Persuasive Spch, 4-5min</b>
<b>Week 14,</b> April 26-May 2	Chapter 10	Self Evaluation,  Ch. 10 test	<b>Make Up Speeches</b>  <b>4/30 2pm (only 1)</b>
<b>Week 15</b> May 3-9		Peer Evaluation  Post Test	<b>Group Project Video, 5-6min</b>
<b>Finals Week</b>		Congratulations, you are finished with your speech class!	