

Course Syllabus

SPCH 1321 (3:3:0)

Business and Professional Communication

Communication Studies Department

Division of Arts and Sciences

Levelland

South Plains College

SPRING 2023

Janine Fox

Course Syllabus
SPCH 1321 Business and Professional Communication

Instructor Information: *Janine Fox*

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Office hours: *Monday/Friday 9:00am - 12:15pm*

Tuesday/ Thursday 12:15pm - 1:00pm

This syllabus is a tool, not a legal contract. College and department policies are firm, but the professor reserves the right to modify, supplement, or make changes as need arises.

Department: Communication Department

Discipline: Communication Studies

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, online and ITV

Campus: Levelland, Reese, ATC and Plainview

Inclusive Access Textbook:

From Entry Level to Executive: All Communication Counts, Janine Fox & Kelley Finley
with **Top Hat** access *See TexBook information at the end of your syllabus.*

Supplies:

1. Text/ Access to Top Hat
2. Notebook(s) and pen/pencil/highlighter
3. White 3x5 notecards
4. Access to a computer for online activities

PLEASE BE SURE TO BRING PAPER, PEN/PENCIL, & SYLLABUS TO EVERY CLASS.

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.

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

Course Purpose: The Business and Professional Communication course explores and applies the basic principles of effective communication and offers the student practical instruction on how to speak and listen effectively in public across different cultures and audiences.

Course Requirements:

1. You will be tested on class lecture/discussion materials on scheduled exams.
2. To take thorough notes, study all lecture material, informational handouts, and assigned readings, and work/prepare in a language understood by instructor and class (English).
3. To actively participate in class discussions and group activities.
4. To show maturity and professionalism in preparation of assignments and in classroom behavior. (*Disruptive/inappropriate behavior may result in being dropped from class.*)
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.
8. To initiate withdrawal from the course if absences become excessive.
9. Students cannot pass the course and may be dropped if missing multiple major grades.

Texas Higher Education Coordinating Board Core Objectives addressed:

- **Communication Skills** – including effective written, oral, aural and visual communication
- **Critical Thinking Skills** – including creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- **Teamwork Skills** – including the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- **Personal Responsibility** – including the ability to connect choices, actions, and consequences to ethical decision-making
- **Social Responsibility** – including intercultural competency, knowledge of civic responsibility, and ability to engage effectively in regional/national/global communities

Learning Outcomes: Upon successful completion of this course, students will:

- Demonstrate communication competence and critical thinking through an understanding of the foundational communication models.
- Demonstrate essential public speaking skills in professional presentations.
- Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership and performance appraisals.)
- Apply essential dyadic and small group processes as they relate to the workplace.
- Utilize various technologies as they relate to competent communication.
- Demonstrate effective cross-cultural communication.

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. See the **SPC Student Handbook** for more information.

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.

For information regarding official South Plains College statements about diversity, disabilities, non-discrimination, Title V Pregnancy Accommodations, and Campus Concealed Carry, please visit: <https://www.southplainscollege.edu/syllabusstatements/>.

Covid-19 Policy Statement: For information and resources about COVID-19, please visit <https://www.southplainscollege.edu/emergency/covid19-faq.php>.

Prof. Fox on Classroom Diversity: Great value is placed on freedom of expression; however certain topics are considered overdone or cliché. These topics will NOT be approved for presentations, so it is important to discuss topic selection for each speech. Some topics may be controversial, so open and honest dialogue will be allowed. Keep in mind that each person has a valuable opinion and our goal is to present sound, reasonable examples and NOT to harass or berate. If we follow these simple rules, no person should be offended, even if they disagree. If you feel there has been some offense made, it is your responsibility to bring it to my attention, in private, as soon as possible.

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

Speech Assignments:		Points Earned:
Impromptu Presentation	100	_____
Informative Presentation	100	_____
Persuasive Presentation	100	_____

Other Assignments:					
Cover Letter/Resume	100				_____
Mock Interview	100				_____
Group Project	100				_____
Chapter Quizzes	150				_____
Final Exam	100				_____
Self Eval (Informative Speech)	25	_____		=	_____
Peer Eval (Informative Speech)	25	_____		=	_____
Worksheets (5 @ 20 points each)	100	_____		=	_____

Points Possible: **1000** **Your Total:** _____

Graded Assignment Brief Descriptions:

1. **Chapter Quizzes (10 @15 points each= 150 points) and Final Exam (100 points):**
Chapter quizzes will be assigned for each reading in order to assess the students' grasp of the material covered in the textbook. The final exam (100 points) will be given at the end of the semester during Finals Week. FINAL EXAMS MAY ONLY BE TAKEN DURING OPEN TIMES ON FINALS WEEK. You *may* earn an exemption from the final exam if prior to the final you have 800 points or more with no more than 3 absences, OR if you have perfect attendance. Exams will cover lectures, material discussed in class and online, and material from the textbook.
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. Speech grades will be lowered for tardies/unexcused absences.
3. **Cover Letter/Resume (100 points) and Mock Interview Activity (100 points):** Students will be required to submit a copy of their current cover letter and resume and will be expected to execute a mock interview to show a mastery of the interviewing skills and techniques discussed in class.
4. **Worksheets, Group Project, and Evaluations (250 points total):** 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. You are required to bring your pens/pencils, paper, textbook, and syllabus to EVERY CLASS. I also have a strict NO technology policy. You will be asked to complete worksheet assignments from your textbook (5 @ 20 points each). You will also be required to complete and upload a Group Project (100 points). Finally, you will be asked to complete a peer evaluation (25 points) and a self-evaluation (25 points) of the Informative speech. These assignments, among others, may be in class or online using Top Hat. You can record all grades in your syllabus for easy access to your progress in the course.

I DO NOT USE BLACKBOARD MUCH for this class. It is important that you keep ALL assignments during the semester. Once graded, if you need clarification or have questions, it is your responsibility to provide those documents. In addition, I do not accept emailed assignments unless instructed to do so when assigned.

Attendance and Tardy Policy: Please make sure you have read and understand your Student Handbook for SPC policies. For this course, all students enrolled are expected to attend class regularly, complete online requirements by the posted deadline, be on time for speeches and class meetings, 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. If a student leaves class prior to dismissal of the class, he/she may be counted tardy or absent. Two tardies equals an absence.

It is the student's responsibility to withdraw from this course. Otherwise, students will be assigned their earned letter grade at the end of the course. Course averages will be updated twice each week, and guidance will be provided throughout the term to help students decide whether they need to drop the class or not. For more information regarding drops/withdrawals, please visit <https://www.southplainscollege.edu/admission-aid/apply/schedulechanges.php>.

Make-Up Policy: Generally, late and/or make-up work is NOT accepted. All work has a deadline and deadlines must be met even if the student is absent. When an unavoidable reason for class absence arises, such as illness, family death, emergency, an official trip authorized by the college or an official activity, I **may** permit the student to make up work missed **ONLY IF DOCUMENTATION IS PROVIDED**. This is especially important for presentation and exam days. The student should communicate with the instructor to learn what documentation is acceptable. Each student absence will be dealt with on an individual basis. If a student must be absent, she/he should advise the instructor beforehand if possible and if the student is representing the college, they should have a signed permit from his/her coach or sponsor. In all 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 to make arrangements for make-up work. **Also, late work may not receive full credit.**

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

- What is TextBook? 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 TextBook? 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 TextBook issues and support: check with your professor or visit:

<https://support.vitalsource.com/hc/en-us/requests/new> (24/7 by chat/email/phone/text)

- Opting out of TextBook: Participating in TextBook 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 TextBook 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 pwells@texasbook.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: pwells@texasbook.com / Phone: 806-716-2097

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

**Spring 2023 SPCH 1321
Course Schedule**

	*Please note: This schedule is tentative.							Changes may be made as the semester progresses. *	
Week	Required Weekly Readings & Quizzes/Lectures to Watch BEFORE CLASS MEETING	Monday	Wednesday (Assignments due at 9 AM)						
1	<i>All assignments, chapter quizzes, worksheets, etc. due Wednesdays. Watch CH lectures BEFORE Monday classes.</i>	16-Jan Holiday - NO CLASS! (Labor Day)	18-Jan Introduction to course/Syllabus (Top Hat; Get signed in ASAPI) Assign Goal Setting Worksheet						
2	CH 9	23-Jan Discuss CH 9 (CL/RESUME); Work on CH 9 Content Assign CL/Resume	25-Jan Chapter Quiz & Goal Setting WS due today by 9 AM *OUT OF CLASS* WORKSHOP DAY						
3		30-Jan CL/Resume Workshop (Bring a printed draft for +5)	1-Feb CL/Resume due today by 9 AM Assign Mock Interview Activity						
4		6-Feb Continue to discuss CH 9 (INTERVIEWING)	8-Feb Mock Interview Activity						
5	CH 10	13-Feb Discuss CH 10	15-Feb Chapter Quiz & Conflict Mgmt. WS due today by 9 AM Assign Group Project						
6	CH 1 CH 2	20-Feb Discuss CH's 1 & 2 PRCA WS: In class	22-Feb Chapter Quizzes & PRCA WS due today by 9 AM Group Project Due Assign Impromptu Speech						
7	CH 3 CH 4	27-Feb Discuss CH's 3 & 4 Impromptu Speeches	1-Mar Chapter Quizzes & Group Eval WS due today by 9 AM *OUT OF CLASS* WORKSHOP DAY						
8	CH 5 CH 6	6-Mar Discuss CH's 5 & 6 Assign Informative Presentation	8-Mar Chapter Quizzes due today by 9 AM Informative Speech Q&A						
9	CH 7 CH 8	13-Mar NO CLASS - SPRING BREAK	15-Mar NO CLASS - SPRING BREAK						
10		20-Mar Discuss CH's 7 & 8	22-Mar Chapter Quizzes & Outline WS due today by 9 AM Outline Review						
11		27-Mar *OUT OF CLASS* Informative Workshop Day	29-Mar In-class Informative Workshop Assign Persuasive Presentation						
12		3-Apr Informative Presentations	5-Apr Informative Presentations						
13		10-Apr Persuasive Q&A	12-Apr Peer/Self Evaluations due today by 9 AM Persuasive Outline/PowerPoint Check						
14		17-Apr *OUT OF CLASS* Persuasive Workshop Day	19-Apr In-class Persuasive Workshop						
15		24-Apr Persuasive Presentations	26-Apr Persuasive Presentations						
16		1-May Course Wrap-up!	3-May Exemptions Release/ Final Q & A Final Exam Opens at 9 AM!						
FINALS WEEK	Final Exam	8-May	Final Exam DUE Wednesday by 9 AM						