

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

Spring, 2023

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 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

### **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](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.

### **Attendance Policy**

Students are expected to attend all classes in order to be successful in a course.

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.

### **Withdrawal Policy:**

The last day to withdraw/drop with a grade of "W" is April 27<sup>th</sup>. 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>.

### **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

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

### **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.

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/>.

## Business and Professional Speech Communication

<b>Week 1</b> January 17-22 (MLK Day, Mon. 16th)	<b>Read</b> Course Syllabus	<b>Do Online</b> (By Sunday at midnight) Pre Test, Student Info. Sheet	<b>Monday In Class</b> MLK Day No Class Meeting	<b>Wed. In Class</b> Course Disc. Syllabus Disc.
<b>Week 2</b> January 23-29	Chapter 1 and 2	Ch. 1&2 test PRCA Activity	Informative Speech Discussion/Outline	Ch. 1&2 Disc. Outline Activity
<b>Week 3</b> Jan. 30-Feb. 5	Chapter 3	Ch. 3 test	Outline Activity	Comm. Anal. Paper Ch. 3 Disc.
<b>Week 4</b> February 6-12	Chapter 9	Ch. 9 test Eval. Sample Inform. Speech	Interview disc. Resume & CL disc	Ch. 9 Disc.
<b>Week 5</b> February 13-19	Chapter 4	Ch. 4 test	<b>Informative Speech Due</b>	<b>Inform. Sp. Due</b> Ch. 4 Disc.
<b>Week 6</b> February 20-26	Chapter 5	Ch. 5 test	<b>Informative Speech Due</b>	<b>Inform. Sp. Due</b> Ch. 5 Disc.
<b>Week 7</b> Feb. 27-Mar. 5	Chapter 6	Ch. 6 test Self Evaluation	Resume and Cover Letter Workday	Ch. 6 Disc.
<b>Week 8</b> March 6-12 (Spring Break 13-19)	Chapter 7	Ch. 7 test <b>Int &amp; Res/CL Due, Sun</b>	<b>Int &amp; Res/CL Due for F2F Grading</b> Ch. 7 Disc.	<b>No Class Meeting!</b>
<b>Week 9</b> March 20-26	Chapter 8	Ch. 8 test Eval. Sample Pers. Speech	Persuasive Speech Disc.	Ch. 8 Disc.
<b>Week 10</b> Mar. 27-Apr. 2	Chapter 10	Ch. 10 test Sample Power Point	Group Project Video Disc.	Ch. 10 Disc.
<b>Week 11</b> April 3-9	Chapter 11	Ch. 11 test	Persuasive Speech Work/Ch. 11 Disc.	<b>No Class Meeting!</b>
<b>Week 12</b> April 10-16	Chapter 12	Ch. 12 test	<b>Persuasive Speech Due</b>	<b>Per. Sp. Due</b> Ch. 12 Disc.
<b>Week 13</b> April 17-23		Self Evaluation	<b>Persuasive Speech Due</b>	<b>Per. Sp. Due</b>
<b>Week 14</b> April 24-30		<b>Group Project Video Due/Sunday</b>	Work in Groups	Work in Groups
<b>Week 15</b> May 1-7		Post Test	Post Test Review	<b>No Class Meeting!</b>
<b>Finals Week</b>	Congrats!	You are finished!		