

Syllabus for Business and Professional Speech

Fall 2023

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Office:

Communications Building 141 OR

Online Meeting Space

Office Hours:

Mon - Thu 9:30 to 11:30 am

Digital Office Hours: By appointment

South Plains College
Course Syllabus: SPCH1321
Revised Spring 2023

Department: Communications

Discipline: Speech Communication
Course Number: SPCH1321
Course Title: Business & Professional Communication
Available Formats: Conventional, **Internet**, Hybrid
Campuses: Levelland, Reese, Plainview, Lubbock Center

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.

Prerequisite: None

Credit: 3 Lecture: 3 Lab: 0

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

Textbook: From Entry Level to Executive: All Communication Counts, Fox & Finley

TopHat Access IS REQUIRED

Isbn: 978 - 1 - 64485 - 284 - 2

This course is part of the inclusive textbook program at SPC:

Inclusive Access Syllabus Statement

Inclusive Access:

Textbook: The textbook and resources for this course are available in digital form through the Inclusive Access textbook program at South Plains College. That means the e-book edition of the textbook and/or all required resources are provided in the Blackboard portion of the course from the first day of class. The fee for the e-book/resources is included in the student tuition/fee payment, so there is no textbook or access card to purchase for this course.

E-book features: Access to a cloud-based e-reader is provided by RedShelf via Blackboard. RedShelf e-book 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 up to 20% of the book for offline access. Visit <https://solve.redshelf.com/hc/en-us/requests/new> for e-book issues and support.

Upgrading to a physical textbook: Students who prefer a printed textbook rather than an e-book may purchase a loose-leaf edition from the SPC Bookstore or the textbook publisher at a reduced price.

How to opt out of Inclusive Access: As long as they meet the opt-out deadline, students may choose not to participate in the Inclusive Access program if they have a textbook from another source. They should check the course syllabus to see if the instructor also requires course work to be done in an online platform (like Mindtap or Connect). If so, the student would be required to have access or purchase access to that platform in addition to acquiring the e-book. To opt out of the Inclusive Access e-book/resources, students will need to locate the RedShelf tool in their Blackboard course and follow the instructions given there. Students who need assistance to opt out should contact their instructor or the SPC Bookstore. The Inclusive Access fee will be refunded after the official census date to students who opt out.

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:

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.

Course Evaluation:

Course grade will be assessed according to the completion of the following using percentages noted:

Evaluation

Grades in this course are as follows: 90-100% = A; 80 – 89% = B; 70 – 79 % = C; 60 – 69% = D; 59% and below = F

Course grade will be assessed according to the completion of the following using percentages noted:

Major Presentations (speeches)	30%
Exams / major grades	40%
Daily Work, Class Participation	30%

Supplies:

1. Textbook, with TopHat access
2. Computer, capable of accessing Blackboard and TopHat
3. Audio / video equipment for synchronous class meetings
4. Speech visual aids
5. Audio Recording Device for IGI

Online Synchronous Meetings are a requirement for delivering two of your four major speeches. We will use Zoom for this purpose; please ensure that you will be able to attend these meetings regardless of other obligations.

Course Purpose: The purpose of this course is to facilitate growth within the individual of those skills necessary to be an effective communicator. The course ensures said growth through instruction in the theories and principles comprising effective communication, as well as the application of those theories to the creation and delivery of speeches.

Technical Requirements

- Desktop or laptop computer
- High speed internet access
- SPC E-mail
- Word Processing software
- Audio and video capabilities (for watching and listening to course content)
- 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

- Word Processing
- 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.

Course Requirements:

1. To read the information assigned in the text; anything assigned to be read from the text might appear on an exam.
2. To follow directions on blackboard, including using TopHat to complete assignments
3. To deliver speeches and written materials in a language understood by the instructor, this includes any potential synchronous meetings.
4. To participate in forum discussions.
5. To show maturity and professionalism in preparation of assignments and in classroom behavior. This means speech topics must be appropriate.
6. To show courteousness to fellow classmates/speakers.
7. To seek help from the professor if assistance is required in some way.
8. 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.

9. To initiate withdrawal from the course if absences become excessive.
Your professor will drop you from the course if you miss more than two weeks' worth of class.

Grade Distribution

Major presentations (30%):

- Introductory Presentation (synchronous)
- Informative Presentation (synchronous)
- Persuasive Presentation (asynchronous)
- Group Presentation (asynchronous)

Test Grades (40%):

- Online Meeting Attendance
- Resume/Cover Letter/Mock Interview
- Information Gathering Interview
- Exam 1
- Exam 2
- Final Exam

Daily Grades (30%):

- Activities from TopHat
- Peer-evaluations
- Self-evaluations
- Speech rough drafts

Late Work Policy

Module quizzes, learning activities, vlogs/comments, speech uploads, and peer and self-evaluations are due the date mentioned in the syllabus or in class. 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 for any reason you miss a speech you can make up 1 speech as determined by your instructor for a 20 point deduction.

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.

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.

Diversity, Disabilities, Non-Discrimination, Title IX Pregnancy Accommodations, Concealed Carry, and CARE statements:

<https://www.southplainscollege.edu/syllabusstatements/>

Academic Honesty: Appropriate citation and documentation will 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 Student Handbook for more information.

Synchronous Meetings: This class will meet THREE times over the course of the semester, on the dates indicated in the schedule. The first meeting will be a short opportunity to test your hardware and software, and will meet from 4 to 5 pm on the date indicated. The next two meetings will be to deliver speeches, and will be from 5 to 8 pm (two sessions each date will be held, the first from 5 to 6:30, and the second from 6:30 to 8). You are required to attend once on each date indicated in the course schedule.

Please note that your attendance at these meetings is noted as a test grade at the end of the semester, in addition to the fact that you will be receiving a zero if you missed the speech.

Contacting your professor: Please feel free to contact your professor if you have questions or concerns about your progress in this class. Please try to let him know in advance if you will have to miss class. You may contact your professor in person during office hours, or by email.

Synchronous Meeting Dates:

FIRST MEETING (Meet and Greet to test Technology): THURSDAY SEPTEMBER 14TH

SECOND MEETING (Introductory Speech Delivery): THURSDAY SEPTEMBER 21ST

THIRD MEETING (Informative Speech Delivery): THURSDAY OCTOBER 19TH

Course Schedule: Tentative, subject to change as needed. Please note that daily activities will be found via blackboard and your TopHat account. The synchronous class days count as test grades. This means that missing one or more of your required days will result in a substantial drop in your grade; also, consider this is how you submit some speeches. Finally, all assignments are due the date listed (typically Friday of the week in question, unless specified otherwise here or on Blackboard) by midnight. If you are unable to complete an assignment by that time then I suggest you contact me early.

<u>Week #</u>	<u>Dates</u>	<u>Content Covered</u>	<u>Assignments Due</u>
<u>Week 1</u>	Aug 28 - Sep 1	Intro to course	Introductory Email
<u>Week 2</u>	Sep 4 - 8	IGI assigned	PRCA, Goals sheet, Pretest
<u>Week 3</u>	Sep 11 - 15	Read Chapter 1 + 2 Intro Speech Assigned	Ch 1 + 2 quiz Zoom meeting (Thu, Sep 14th)
<u>Week 4</u>	Sep 18 - 22	Read Chapter 3 + 4	Ch 3 + 4 quiz Intro Delivery (Thu, Sep 21st)
<u>Week 5</u>	Sep 25 - 29	Read Chapter 5 Informative Assigned	Ch 5 quiz
<u>Week 6</u>	Oct 2 - 6	Read Chapter 9 Resume/Cover Letter Assigned Group Project Assigned	Chapter 9 quiz
<u>Week 7</u>	Oct 9 - 13		Exam 1 Resume / Cover Letter due Mock Interview Questions due
<u>Week 8</u>	Oct 16 - 20	Read Chapter 6 + 7 Persuasive Speech Assigned	Ch 6 + 7 quiz I.S. Synch (Thu, Oct 19th)
<u>Week 9</u>	Oct 23 - 27	Read Chapters 8 + 10	Ch 8 + 10 quiz
<u>Week 10</u>	Oct 30 - Nov 3	Read Chapters 11 + 12	Ch. 11 + 12 quiz
<u>Week 11</u>	Nov 6 - 10		Exam 2
<u>Week 12</u>	Nov 13 - 17	Work on Group Projects / IGI	Persuasive Speech Due
<u>Week 13</u>	Nov 20 - 24	THANKSGIVING	BREAK!
<u>Week 14</u>	Nov 27 - Dec 1		IGI Due!
<u>Week 13</u>	Dec 4 - 8		Group Project Due
<u>Finals:</u>	Dec 11 - 14	Final Exam	Final Due

Important Dates: Week of November 20 - Thanksgiving Break

Synchronous Meetings: September 14th (4p), September 21st (5p or 630p), October 19th (5p or 630p)