

Course Syllabus

SPCH 1321

Business and Professional Communication

Communication Department

Division of Arts and Sciences

Reese

South Plains College

Fall 2021

Seth McLean

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Office: RC316L

Office Hours:

Mon 12:15pm-3:00pm

Tues 1:30pm-2:00pm (at TTU)

Wed 12:15pm-3:00pm

Thurs 1:30pm-2:00pm (at TTU), 4:00pm-5:30pm

Fri By Appointment

Office Phone: 806-716-4025

South Plains College
Common Course Syllabus: SPCH1321
Revised Fall 2021

Department: Communications

Discipline: Speech Communication

Course Number: SPCH1321

Course Title: Business & Professional Communication

Available Formats: This course will be taught in the face-to-face format (be prepared to switch to a different modality at any time).

Campuses: Reese

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

Textbook: Communicating at Work: Strategies for Success in Business and the Professions by Ronald B. Adler and Jeanne Marquardt Elmhorst, 11th Edition

Supplies:

1. Text
2. One audio recording device
3. Notebook(s) and pen/pencil/highlighter
4. Choice of sensory aid materials for oral presentations
5. Internet Access/Access to a computer for online activities
6. One flash drive with at least 1gb storage space
7. Three (3) scantrons for exams (available in the Reese bookstore).

This course partially satisfies a Core Curriculum Requirement:

Institutional Foundational Component Area (090)

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:

Major Presentations	30%
Exams, Projects, Daily Work, Class Participation	70%

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 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.

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, Reese Center (Building 8) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

Nondiscrimination Policy: 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 Health and Wellness at 806-716-2529.

Covid-19 Policy Statement:

If you are experiencing any of the following symptoms, please do not attend class and either seek medical attention or get tested 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.

Course Requirements:

1. To read the information assigned in the text; you will be tested on this material, in addition to class lecture/discussion materials on scheduled exams.
2. To perform speeches and written material in a language understood by the instructor and class.
3. To take thorough notes (no pictures of notes) and study all lecture material, informational handouts, and assigned readings.
4. To actively participate in class discussions and group activities.
5. To show maturity and professionalism in preparation of assignments and in classroom behavior.
6. To show courteousness to fellow classmates/speakers (i.e. no electronic devices during speeches).
7. To initiate consultations with the instructor whenever assistance is needed regarding class assignments.
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. A student may not pass the course if (s)he fails to complete two or more major assignments.
10. Laptops/tablets are not permitted for the purpose of note taking in the classroom

Specific Attendance Policy Restated

1. All students enrolled for this course are expected to attend class regularly, be on time, and remain until dismissed.
2. Roll will be taken at each class meeting.
3. If a student is tardy, he/she should speak with the instructor after class to avoid having tardies count toward absences.
4. Students are responsible for all classwork covered during absences from class even in cases in which they are able to satisfy the instructor that the absence was unavoidable.
5. If a student leaves class prior to dismissal of the class, he/she will be counted absent.
6. The only absences labeled as "excused" are those absences due to participation in school functions, or documentable absences due to illness (doctor's note required in the next class period), or a death in the family requires the student to be in attendance of a funeral (proof required).
7. **The instructor may administratively drop a student due to excessive absences (lack of participation).**

Behaviors that will get you counted absent:

1. Wearing earbuds during class is disrespectful and not conducive to learning during class.
2. Watching videos during class.
3. Sleeping during class.
4. Disengaging from the class (cell phone/electronic usage).
5. Reading/studying for other courses during my class.
6. Disruptive behavior.
7. Leaving early.
8. Leaving for excessively long periods of time during class.

Make-up Work:

Make-up work is **NOT** guaranteed. **All work has a deadline and deadlines must be met even if the student is absent.** An absence on the day that you are scheduled for oral presentations or examinations will result in a grade of zero for the assignment unless you meet one of the standards for and “excused absence” according to course policy. Being unprepared OR not knowing the date of your speech or exam is not an acceptable excuse! If, according to the instructor’s discretion, the student is allowed to make up such a presentation or exam, the student may receive a late penalty for the assignment. Only **ONE** speech may be made up during the semester on the designated date for make-ups.

Note:

The instructor reserves the right to modify the course syllabus and policies, as well as notify students of any changes, at any point during the semester.

Course Assignment Weights

Exam 1	10%
Persuasive Speech	10%
Résumés and Cover Letters	10%
Exam 2	10%
Career Research Interview	10%
Group Impromptu	10%
Informative Report	10%
Final Exam	10%
Attendance/Activities	20%

Course Schedule:

* Please note that this schedule is tentative and slight changes may be made as the semester progresses.

	Weekly Reading	Monday	Wednesday
Week 1	01/18-01/20	Course Introduction online this week Complete Syllabus/Schedule Quiz on Blackboard in the Week 1 Folder Get your Textbook	
Week 2	01/25-01/27	Ch. 1 Communicating at work	Ch. 2 Communication, culture, and work
Week 3	02/01-02/03	Ch. 9 Developing and Organizing the Presentation	Ch. 10 Verbal and Visual Support in Presentations Persuasive Speech Assignment
Week 4	02/08-02/10	Ch. 11 Delivering the Presentation	Exam Review Persuasive Speech Topics
Week 5	02/15-02/17	Exam 1	Ch. 12 Types of Business Presentations
Week 6	02/22-02/24	Library day!	Résumés and Cover Letters (Assignment) Persuasive Speech Workshop (Outline Due)
Week 7	03/01-03/03	Persuasive Speech Day 1	Persuasive Speech Day 2
Week 8	03/08-03/10	Persuasive Speech Day 3	Ch. 6 Principles of Interviewing – part 1 Résumés due
Week 9	03/15-03/17	Spring Break!	
Week 10	03/22-03/24	Ch. 6 Principles of Interviewing – part 2	Information Gathering Interview Assignment
Week 11	03/29-03/31	Ch. 3 Listening (Listener Survey)	Ch. 4 Verbal Messages
Week 12	04/05-04/07	Ch. 4 Nonverbal Messages	Ch. 5 Interpersonal Strategies and Skills
Week 13	04/12-04/14	Ch. 7 Leading and Working in Teams	Exam Review
Week 14	04/19-04/21	Make-up Speech Day (for excused absences)	Exam 2 Information Gathering Interview Due
Week 15	04/26-04/28	Group Impromptu Speech Informative Speech Assignment	Informative Speech Workshop (Outline Due)
Week 16	05/03-05/05	Informative Speeches	Informative Speeches
Week 17	05/10-05/12	FINALS WEEK	FINALS WEEK