

**Syllabus for Business and Professional Speech**

Fall 2022

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Office:

Communications Building 141 OR

Online Meeting Space

Office Hours:

Mon - Thu 10 am to noon

Digital Office Hours: By appointment

South Plains College  
Course Syllabus: SPCH1321  
Revised Spring 2022

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 (asynchronous)
- Informative Presentation (synchronous)
- Persuasive Presentation (synchronous)
- 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 Statement**

In this class, the teacher will establish and support an environment that values and nurtures individual and group difference 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.

### **Disabilities 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, Lubbock Centers (located at the Lubbock Downtown Center) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

### **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 Health and Wellness Center. 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 the Health and Wellness Center at 806-716-2529 or email [dburleson@southplainscollege.edu](mailto:dburleson@southplainscollege.edu) for assistance.

### **Covid-19 Policy Statement:**

1. SPC will follow the recommended 5-day isolation period for individuals that test positive.
  1. Please note that day 0 is the date of positive test. Day 1 begins the first full day after the date of positive result.
2. COVID reporting
  1. Please have students and employees notify me if they have tested positive. They need to contact me to verify dates before returning to class or work.
  2. The home test are sufficient but students need to submit a photo of the positive result. The date of test must be written on the test result and an ID included in the photo. If tested elsewhere (clinic, pharmacy, etc.), please submit a copy of the doctor's note or email notification. Results may be emailed to DeEtte Edens,



BSN, RN at dedens@southplainscollege.edu.

3. A student is clear to return to class without further assessment from me if they have completed:
    - i. the 5-day isolation period, symptoms have improved and they are afebrile for 24 hours without the use of fever-reducing medication.
  4. Please instruct students and employees to communicate with me prior to their return date if still symptomatic at the end of the 5-day isolation.
3. Exposed individuals will not be required to quarantine. If exposed, SPC does request individuals closely monitor themselves. If an individual does become symptomatic, please do not attend class or work and be tested.

**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.

**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 both of your required days will result in a substantial drop in your grade; also, consider this is how you submit 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. 29th - Sept. 2	Intro to course	Discussion Forum: Synch time Introductory Email
<u>Week 2</u>	Sept. 5 - 9	IGI assigned Intro Speech Assigned	PRCA, Goals sheet, Pretest Zoom meet and greet (Sept 9th)
<u>Week 3</u>	Sept. 12 - 16	Read Chapter 1 + 2	Ch 1 + 2 quiz, Intro Spch Due
<u>*Week 4</u>	Sept. 19 - 23	Read Chapter 3 + 4 Informative Assigned	Ch 3 + 4 quiz
<u>*Week 5</u>	Sept. 26 - 30	Read Chapter 5 Group Project Assigned	Ch 5 quiz
<u>*Week 6</u>	Oct. 3 - 7	Read Chapter 9 Resume/Cover Letter Assigned	Chapter 9 quiz
<u>*Week 7</u>	Oct. 10 - 14		Exam 1 Resume / Cover Letter due Mock Interview Questions due
<u>Week 8</u>	Oct. 17 - 21	Read Chapter 6 + 7 Persuasive Speech Assigned	Ch 6 + 7 quiz I.S. Synch - Thu the 20th
<u>Week 9</u>	Oct. 24 - 28	Read Chapters 8 + 10	Ch 8 + 10 quiz
<u>Week 10</u>	Oct. 31 - Nov. 4	Read Chapters 11 + 12	Ch. 11 + 12 quiz
<u>Week 11</u>	Nov. 7 - 11		Exam 2
<u>Week 12</u>	Nov. 14 - 18	Work on Group Projects / IGI	P.S. Synch - Thu the 17th
<u>Week 13</u>	Nov. 21 - 25	Work on Group Projects / IGI	Work on Group Projects / IGI
<u>Week 14</u>	Nov. 28 - Dec. 2		IGI Due!
<u>Week 13</u>	Dec. 5 - 9		Group Project Due
<u>Finals:</u>	Dec. 12 - 15	Final Exam	Final Due

**Important Dates:** Week of November 23 - Thanksgiving Break

Weeks marked with \* - my wife will have our child during this time, and I will likely be unable to respond to emails during this time. I will send out an announcement as soon as I am aware of the exact date. A new schedule will be issued if necessary at that time.