

**Syllabus for Business and Professional Speech**

Fall, 2024

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Office:

Levelland Campus - Communications Building Room 141 OR

Online Meeting Space

Office Hours:

9:15 a.m. to 11:15 a.m.

South Plains College  
Course Syllabus: SPCH1321  
Revised Fall 2024

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:

Communication (010)

Textbook: Textbook: Communication for Business Professionals: Canadian Edition, Simon et al  
Blackboard Access IS REQUIRED

Weblink:

<https://collection.bccampus.ca/textbooks/communication-for-business-professionals-canadian-edition-ecampusontario-82/>



This text is part of the OER program. The text is free. It can be found at the link above in many formats, including PDF. The student can order a hardcopy or have it printed, at their own expense, if desired.

**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
2. Computer, capable of accessing Blackboard
3. Audio / video equipment for synchronous class meetings
4. Speech visual aids
5. Audio Recording Device for IGI

Online Synchronous Meetings are a requirement. We have one to test your technology, and two more to deliver the introductory and informative speeches. We will use Zoom for this purpose, and the meetings are in the evening; please arrange to attend at the start of the semester.

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
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.

**Grade Distribution****Major presentations (30%):**

- Introductory Speech
- Informative Presentation
- Persuasive Presentation
- Oratory Assignment

**Test Grades (40%):**

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

**Daily Grades (30%):**

- Quizzes from Blackboard
- Peer-evaluations
- Self-evaluations if assigned
- Speech supplementary materials (topic proposals, et cetera)

### **Late Work Policy**

Module quizzes, learning activities, vlogs/comments, speech uploads, and peer and self-evaluations are due the date mentioned in the syllabus, via announcement, or on blackboard. Generally, work in an online section is due on the Friday night of the week it was assigned. Late work will not be accepted. Exceptions are only made if written proof is provided, and only in the cases of emergency situations, illness, or death. Documentation is subject to review by the professor, and may be accepted or rejected; it must be official and verifiable. 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.

### **Late Speeches**

If you are given permission to submit a speech late via asynchronous recording, then you will be required to submit said speech within 7 days of the delivery date. Otherwise, you will receive a zero.

### **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.

### **Attendance in Online Education**

Missing an email from your professor is a big deal. Therefore, consider it your attendance obligation to check your SPC email daily; I will accept email from non-SPC email addresses, but I cannot send announcements to any email other than your SPC email from the blackboard online system.

### **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.

### **Intellectual Exchange, Disabilities, Nondiscrimination, Title 9 Pregnancy, CARE, Concealed Carry, Covid, Artificial Intelligence 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 to test your technology, and will last from 5 to 6 pm. Each meeting 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: missing the meeting means 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:**

Zoom Meet and Greet - Friday, September 13th 5p - 6p (Link will be sent prior to meeting)

Intro Speech - Friday, September 20th - 5 pm or 6:30 pm (Signups are part of intro email)

Informative Speech - Friday, October 11th - 5 pm or 6:30 pm (Signups are part of intro email)

**Course Schedule:** Tentative, subject to change as needed. Please note that daily activities will be found via blackboard. Missing one of your required synchronous meetings will result in a substantial drop in your grade, as you will be missing a speech. Finally, nearly all assignments are due on a Friday evening by midnight. There are some exceptions, which are thoroughly explained in your blackboard announcements. Check your email for those instructions. 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 26 - 30	Intro to Course	Introductory Email
<u>Week 2</u>	Sep 2 - 6	IGI Assigned	IGI Goals Assignment
<u>Week 3</u>	Sep 9 - 13	Read Chapter 1 + 2 Intro Speech Assigned	Ch 1 + 2 quiz Zoom meeting (Friday, Sep 13th)
<u>Week 4</u>	Sep 16 - 20	Read Chapter 3 + 10	Ch 3 + 10 quiz Intro Delivery (Friday, Sep 20th)
<u>Week 5</u>	Sep 23 - 27	Read Chapter 5 Informative Assigned	Ch 5 quiz Informative Topic Proposal
<u>Week 6</u>	Sep 30 - Oct 4	Read Chapter 7 Group Project Assigned	Chapter 7 quiz
<u>Week 7</u>	Oct 7 - 11	Resume/Cover Letter Assigned	Exam 1 I.S. Synch (Friday, Oct 11th)
<u>Week 8</u>	Oct 14 - 18	Read Chapter 4 + 6 Persuasive Speech Assigned	Ch 4 + 6 quiz Resume/Cover Letter/Mock Interview due
<u>Week 9</u>	Oct 21 - 25	Read Chapters 8 + 9	Ch 8 + 9 quiz
<u>Week 10</u>	Oct 28 - Nov 1	Read Chapters 11 + 12	Ch. 11 + 12 quiz
<u>Week 11</u>	Nov 4 - 8		Exam 2
<u>Week 12</u>	Nov 11 - 15	Work on Group Projects / IGI	Persuasive Speech Due
<u>Week 13</u>	Nov 18 - 22		IGI Due!
<u>Week 14</u>	Nov 25 - 29	THANKSGIVING	BREAK!
<u>Week 15</u>	Dec 2 - 6	Group Project Due	Group Projects!
<u>Finals:</u>	Dec 9 - 12	Finals due Thursday by Noon	Finals due: Wednesday (Dec 11th)

Important Dates - September 2 - Labor day, October 18 - Fall Break, Nov 27 - 29 Thanksgiving  
Synchronous Meetings - September 13th, September 20th, October 11th