

**Course Syllabus**  
**SPCH 1321 Business and Professional Speech**  
**SPCH 1321.202**  
**Communication Department**  
**Division of Arts and Sciences**  
**South Plains College, Reese Campus**  
**SPRING 2019**

Carol Brannan  
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Office: RC 316I  
Office Phone: 806-716-4649

Department: Communication Department    Discipline: Speech Communication  
Credit: 3 hours lecture    This course satisfies a core curriculum requirement in Speech  
Prerequisites: There are no prerequisites for this course.  
Campus: Reese

Textbook: **Communicating at Work: Strategies for Success in Business and the Professions** by Ronald B. Adler and Jeanne Marquardt Elmhorst, and Kristen Lucas 11th Edition ISBN 978-0-07-803680-4

Supplies:

1. Text
2. One audio recording device—may be borrowed from SPC Library or flash drive with at least 1 gb storage space
3. Notebook(s) and pen/pencil/highlighter
4. Choice of sensory aid materials for oral presentations
5. Access to a computer for online activities

**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.

**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.

**Student Learning Outcomes Assessment:**

A pre- and post-test will be used to determine the extent of improvement that the students have gained during the semester.

**Course Evaluation:**

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

Exams, Major Presentations, Group Activities, Interviews	60%
Daily Work, Critiques, Class Participation, Quizzes	20%
Final Examination/Projects (No exemptions)	20%

**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.]*

**Plagiarism and Cheating:** Students are expected to do their own work on all projects, quizzes, assignments, examinations, and papers. Failure to comply with this policy will result in an F for the assignment and can result in an F for the course if circumstances warrant.

Plagiarism violations include, but are not limited to, the following:

1. Turning in a paper that has been purchased, borrowed, or downloaded from another student, an online term paper site, or a mail order term paper mill;
2. Cutting and pasting together information from books, articles, other papers, or online sites without providing proper documentation;
3. Using direct quotations (three or more words) from a source without showing them to be direct quotations and citing them;  
or
4. Missing in-text citations.

Cheating violations include, but are not limited to, the following:

1. Obtaining an examination by stealing or collusion;
2. Discovering the content of an examination before it is given;
3. Using an unauthorized source of information (notes, textbook, text messaging, internet, apps) during an examination, quiz, or homework assignment;
4. Entering an office or building to obtain unfair advantage;
5. Taking an examination for another;
6. Altering grade records;
7. Copying another's work during an examination or on a homework assignment;
8. Rewriting another student's work in Peer Editing so that the writing is no longer the original student's;
9. Taking pictures of a test, test answers, or someone else's paper.

**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 the Director of Health and Wellness at 806-716-2362 or [email cgilster@southplainscollege.edu](mailto:cgilster@southplainscollege.edu) for assistance.

**Campus Concealed Carry:** Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations and Frequently Asked Questions, please refer to the Campus Carry page at: <http://www.southplainscollege.edu/campuscarry.php>  
Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.

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**In case of emergency, contact the following numbers but DO NOT leave a voice mail message:**

<b>Emergency.....911</b>	<b>Police--Reese Center ..... (806)893-5705; 716-2923</b>
<b>Levelland SPC Police .....mobile 891-8883</b>	<b>Counseling..... (806)716-4605 or 716-4606</b>
<b>Dean of Reese Center-(806) 716-4666 or 716-4600</b>	<b>Sheriff's Office..... (806)767-1441</b>

**SPCH 1321.202**  
**Business and Professional Speech**  
**Course Schedule and Syllabus**  
**SPRING 2020**

<b>INSTRUCTOR</b>	Ms. Carol Brannan	Office: RC 316I										
<b>TELEPHONE</b>	(806) 716-4649	Classroom: RC 301										
<b>E-MAIL</b>	cbrannan@southplainscollege.edu											
<b>OFFICE HOURS</b> (Come see me for any reason)	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center;"><b>Mon.</b></td> <td style="text-align: center;"><b>Tue.</b></td> <td style="text-align: center;"><b>Wed.</b></td> <td style="text-align: center;"><b>Thu.</b></td> <td style="text-align: center;"><b>Fri.</b></td> </tr> <tr> <td style="text-align: center;">11:00-12:00</td> <td style="text-align: center;">11:00-12:00 2:30—3:30</td> <td style="text-align: center;">11:00-12:00</td> <td style="text-align: center;">11:00-12:00 2:30—3:30</td> <td style="text-align: center;">10:00-1:00</td> </tr> </table>	<b>Mon.</b>	<b>Tue.</b>	<b>Wed.</b>	<b>Thu.</b>	<b>Fri.</b>	11:00-12:00	11:00-12:00 2:30—3:30	11:00-12:00	11:00-12:00 2:30—3:30	10:00-1:00	<b>Or By Appointment</b>
<b>Mon.</b>	<b>Tue.</b>	<b>Wed.</b>	<b>Thu.</b>	<b>Fri.</b>								
11:00-12:00	11:00-12:00 2:30—3:30	11:00-12:00	11:00-12:00 2:30—3:30	10:00-1:00								
<b>TEXT AND WEB RESOURCES</b>	<u>Communicating at Work: Strategies for Success in Business and the Professions</u> , 12 <sup>th</sup> ed., by Adler, Elmhurst, Lucas ISBN10: 1260411990; ISBN13: 9781260411997 <b>Forms, Assignments, Resources on Blackboard</b>	<b>Book required</b>										

**Course Schedule**

\* Please note that this schedule may require slight changes as the semester progresses.

UNIT	ASSIGNMENTS	DUE DATES
<b>UNIT 1 COMMUNICATION BASICS</b>		
Ch. 1 - Communication Process, Networks, Ethics	Information Sheet/Student Agreement due -----	W., 01/22
Ch. 2 – Communication, Culture, and Work	Networking Assignment-----	M., 01/22
Ch. 3 -- Listening	Listening Exercise-----	W., 01/29
	<b>Exam #1 (Ch. 1, 2, 3) -----</b>	<b>M., 02/03</b>
Ch. 4 – Verbal/Nonverbal Messages	<b>Exam # 2 (Ch. 4, 5) -----</b>	<b>W., 02/12</b>
Ch. 5 – Interpersonal Skills	Communication Analysis Paper-----	M., 02/17
<b>UNIT 2 WORKING IN GROUPS/TEAMS</b>		
Ch. 7 – Working in Groups	Group activity-----	M, 02/24
Ch. 8 -- Effective Meetings	Group Communication Discussion-----	W, 02/26
	<b>Exam #3 (Ch. 8, 9) -----</b>	<b>M, 03/02</b>
<b>UNIT 3 PROFESSIONAL CONTACT</b>		
<b><u>Start researching &amp; arranging your Information-Gathering Interview early--10% bonus point for handing in early</u></b>		
Ch. 6 – Principles of Interviewing	Lab Day to work on cover/letter-resumes-----	M., 03/22
Appendix I – Sample Information-gathering Interview	Want Ad/Cover letter/Resume -----	W., 03/25
Appendix III – Business Writing	Mock Interview Assignment-----	W., 03/25
Employment Interviewing & Etiquette	<b>Exam #4 (Ch. 6, Notes, App. I) -----</b>	W., 04/01
Illegal Interview Questions and How to Handle Them	Information-Gathering Interview-----	W., 04/01
<b>UNIT 4 PUBLIC SPEAKING</b>		
Ch. 9 – Developing/Organizing the Presentation	SmartStarts due-----	W., 04/08
Ch. 10 – Verbal/ Visual Supports,	Library Visit/Exercise-----	W., 04/08
	<b>!!!!!!!EASTER MONDAY—NO CLASS!!!!</b>	
Ch. 11 – Delivering the Presentation	Outlining Exercise-----	W., 04/15
Ch. 12 – Types of Business Presentations	Impromptu Pres'n/Citing Sources Orally-----	W., 04/15
Persuasive Messages	Informative Individual Pres'n--(3—4 min) -----	M., 04/20
	Persuasive Exercise-----	M., 04/29
Last Day To Turn in Extra Credit -----		F, 05/01
<b>FINAL EXAM (comprehensive) -----</b>		<b>M, 05/04 1:00—3:00</b>

**IMPORTANT NOTES**

- Your instructor may administratively drop you for excessive unexcused absences and disciplinary reasons. Students with PERFECT ATTENDANCE FOR ENTIRE SEMESTER will receive 10 bonus points added to their final exam grade. 4 absences may result in being dropped with either an 'X' or 'F' by instructor discretion.
- Being asked to leave class will result in an absence and ineligibility for exam or speech.
- If you arrive late to class, it is your responsibility to be sure you are counted late, not absent.
- **Last day for student/instructor drops – Thu., 04/23**

\*\* Failure to submit any 2 major assignments (as defined by the instructor) may result in a failing grade for course.

**Summary of Grade Points**  
**SPCH 1321 Business and Professional Speech**

Unit	Total Point Value	Your Earned Points	
<b>Unit One--Communication Basics</b>			
Communication Analysis Project **	50	_____	
Networking Assignment	25	_____	
Listening Assignment	50	_____	
Exam #1 **	100	_____	
Exam #2 **	100	_____	<b>Unit total = 325</b>
<b>Unit Two--Working in Groups/Teams</b>			
Group Communication Activity	50	_____	
Group Assignment **	75	_____	
Exam #3 **	100	_____	<b>Unit total = 225</b>
<b>Unit Three--Interview/Job Seeking</b>			
Information-gathering Interview **	115	_____	
Job Description/Resume/Cover letter **	100	_____	
Mock Interview	50	_____	
Exam #4 **	100	_____	<b>Unit total = 365</b>
<b>Unit Four--Presenting</b>			
Informative Presentation **	75	_____	
Peer Critic (1@ 10 pts)	10	_____	
Self Evaluation (1@ 10 pts)	10	_____	
Thesis St't. Exercise	25	_____	
Exam #5 **	100	_____	<b>Unit total = 220</b>
Final Exam**	100	_____	<b>Unit total = 100</b>
<b>Participation (Daily) Points</b>			
SmartStarts (6@10 pts)	60	_____	
Library Exercise	50	_____	
Listening Exercise	50	_____	
Impromptu speech	30	_____	
Persuasive exercise	30	_____	
Participation ***	75	_____	
Student Agreement	50	_____	<b>Unit total = 345</b>
<b>Total Points</b>	<b>1630</b>	_____	

• Other miscellaneous points may be awarded during the semester to the final total grade, generally in 5 point increments for attendance on days with particularly low attendance, or when everyone in class is present (excluding exam & presentation dates). Remember that tardies and absences can affect your final grade as well.

\*\*Failure to submit any 2 major assignments (as defined by the instructor) may result in a failing grade for the course.

\*\*\*Participation points are given at beginning of semester; loss of points are results of more than 2 absences, more than 3 tardies, or disruptive behavior, such as repeated talking out of turn, use of technology unrelated to course work in class.

**Grade Points Spread: 1680—1512 = A; 1511—1344 = B; 1343—1176 = C; 1175—1008 = D; 1007--lower = F**

**Point Spread per Assignment**

Information Gathering Interview 115-104 = A; 103-92 = B; 91 – 81 = C; 80 – 69 = D; 69-below = F

Informative Presentation 75- 68 = A; 67-60 = B; 59 – 53 = C; 52 – 45 = D; 44-below = F

Group Presentation 100- 90 = A; 89-80 = B; 79 – 70 = C; 69 – 60 = D; 59--below = F (In the instance of difference between individual and group grade, the two are averaged and the result becomes the individual grade for the assignment.)

