

**Course Syllabus**  
**SPCH 1321 Business and Professional Speech**  
**SPCH 1321.204**  
**Communication Department**  
**Division of Arts and Sciences**  
**South Plains College, Reese Campus**  
**SPRING 2020**

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Office: RC 316I  
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**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 12th Edition ISBN10: 1260411990; ISBN13: 9781260411997

**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

**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)

**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.

**The department abides by this policy and enforces the following guidelines established for SPCH 1321:**

1. Missing more than two weeks' worth of class is considered excessive.  
MW/TR – 4 sick days allotted  
MWF – 6 sick days allotted  
MTR – 3 sick days allotted  
One day per week – 2 sick days allotted
2. Three (3) tardies in a MWF and MTR class
3. Two (2) tardies in a MW or TR class will constitute an absence.
4. If a student leaves class prior to dismissal of the class, he/she may be counted absent.
5. Being absent one day over your allotment will lower your final course total by 10 points.
6. Each subsequent absence will lower your final course total by 5 points.
7. If, in the instructor's opinion, minimum course objectives cannot be met due to absences, the student should withdraw from the course.

**Make- Up Policy**

Make-up work is NOT guaranteed. 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. If a student must be absent to represent the college, she/he should advise the instructor beforehand and should have a signed permit from his/her coach or sponsor. In such cases, it is the student's responsibility to complete work missed within a reasonable amount of time as determined by the instructor. Each student must make an appointment with the instructor to make arrangements for make-up work. Late work may not receive full credit. An absence on the day that you are scheduled for oral presentations or examinations will result in a grade of zero for the assignment. If, according to the instructor's discretion, the student is allowed to make up such a presentation

or exam, the student will automatically receive a grade drop for the assignment (up to 20 point grade reduction). If late work is allowed, must be turned in no later than one week after end of the relevant unit.

### **Course Outcomes**

Upon completion of this course, the student should be able to demonstrate proficiency in the following areas:

1. Communication Process: Understand and apply the communication process.
2. Communication Systems and Cultures: Develop an awareness and understanding of communication systems and cultures.
3. Verbal Communication: Identify, prepare, and deliver clear messages and presentations.
4. Nonverbal Communication: Understand, define, utilize, and interpret different categories of nonverbal communication.
5. Listening: Understand the causes of poor listening, and realize the organizational and personal benefits of active listening.
6. Interviewing: Identify different types of interviews, evaluate effective interview skills, prepare job interview documents, and conduct an effective information gathering interview.
7. Small Groups: Identify the characteristics of small groups, identify the steps used for problem solving, and understand leadership tasks as well as functional and dysfunctional team behaviors.
8. Public Speaking: Successfully prepare and deliver multiple credible, confident presentations. Evaluate the speaking skill and content of other speakers.

**SPCH 1321.204**  
**Business and Professional Speech**  
**Course Schedule and Syllabus**  
**SPRING, 2020**

<b>INSTRUCTOR</b>	Ms. Carol Brannan					Office: 316I
<b>TELEPHONE</b>	(806) 716-4649 (Office)					Classroom: RC 301
<b>E-MAIL</b>	<a href="mailto:cbrannan@southplainscollege.edu">cbrannan@southplainscollege.edu</a>					
<b>OFFICE HOURS</b> (Come see me for any reason)	<b>Mon.</b> 11:00-12:00	<b>Tue.</b> 11:00-12:00 2:30—3:30	<b>Wed.</b> 11:00-12:00	<b>Thu.</b> 11:00-12:00 2:30—3:30	<b>Fri.</b> 10:00-1:00	<b>Or By Appointment</b> <b>Contact Me Now</b> <b>Let's Talk!!</b>
<b>TEXT &amp; RESOURCES</b>	Communicating at Work: Strategies for Success in Business and the Professions, 12 <sup>th</sup> ed., by Adler, Elmhorst, Lucas., ISBN10: 1260411990; ISBN13: 9781260411997 <b>Forms, Assignments, Resources on Blackboard</b>					<b>Textbook required</b>

**Course Schedule**

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

<b>UNIT</b>	<b>ASSIGNMENTS</b>	<b>DUE DATES</b>
<b>UNIT 1 COMMUNICATION BASICS</b>		
Ch. 1 - Communication Process, Networks, Ethics	Information Sheet/Student Agreement due -----	Tu, 01/21
Ch. 2 – Communication, Culture, and Work	Networking Assignment-----	Th, 01/23
Ch. 3 -- Listening	Listening Exercise-----	Tu, 01/29
	<b>Exam #1 (Ch. 1, 2, 3) -----</b>	<b>Th, 01/30</b>
Ch. 4 – Verbal/Nonverbal Messages	<b>Exam # 2 (Ch. 4, 5) -----</b>	<b>Tu, 02/11</b>
Ch. 5 – Interpersonal Skills	Communication Analysis Paper-----	Tu, 02/11
<b>UNIT 2 WORKING IN GROUPS/TEAMS</b>		
Ch. 7 – Working in Groups	Library Visit/Exercise-----	Th, 02/13
Ch. 8 -- Effective Meetings	Group activity-----	Th, 02/20
	<b>Group Communication Discussion-----</b>	<b>Th, 02/27</b>
	<b>Exam #3 (Ch. 8, 9) -----</b>	<b>Th, 02/27</b>
<b>UNIT 3 PROFESSIONAL CONTACT</b>		
<i>Start researching &amp; arranging your Information-Gathering Interview early--10% bonus point for handing in early</i>		
Ch. 6 – Principles of Interviewing		
Appendix I – Sample Employment & Information-gathering Interview	Lab Day to work on cover/letter-resumes-----	Th, 03/12
	<b>!!Spring Break!! Go home, eat, sleep, come back safe!!-----</b>	<b>03/16-20</b>
Appendix II – Business Writing	Want Ad/Cover letter/Resume -----	Tu, 03/24
Employment Interviewing & Etiquette	Mock Interview Assignment-----	Tu, 03/24
Illegal Interview Questions and How to Handle Them	<b>Exam #4 (Ch. 6, Notes, App. I) -----</b>	<b>Th, 03/31</b>
	Information-Gathering Interview-----	Tu, 04/07
<b>UNIT 4 PUBLIC SPEAKING</b>		
Ch. 9 – Developing/Organizing the Presentation	Outlining Exercise-----	Tu, 04/14
Ch. 10 – Verbal/ Visual Supports,	Impromptu Pres'n/Citing Sources Orally-----	Th, 04/16
Ch. 11 – Delivering the Presentation	<b>Informative Individual Pres'n--(3-4 min) -----</b>	<b>Th, 04/23, 28</b>
Ch. 12 – Types of Business Presentations		
Persuasive Messages	Persuasive Exercise-----	Th, 04/30
Last Day To Turn in Extra Credit -----		F, 05/01
<b>FINAL EXAM (comprehensive) -----</b>		<b>Th, 05/06 8:00—10:00</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., April 23rd**

**\*\* 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**

<b>Unit</b>	<b>Total Point Value</b>	<b>Your Earned Points</b>	
<b>Unit One Communication Basics</b>			
Communication Analysis Project **	50	_____	
Exam #1 **	100	_____	
Exam #2 **	100	_____	Unit total = 275
Networking Assignment	25	_____	
 <b>Unit Two Working in Groups/Teams</b>			
Group Communication Activity	50	_____	
Group Assignment **	100	_____	
Exam #3 **	100	_____	Unit total = 250
 <b>Unit Three Interview/Job Seeking</b>			
Information-gathering Interview **	115	_____	
Job Description/Resume/Cover letter **	100	_____	
Mock Interview	50	_____	
Exam #4 **	100	_____	Unit total = 365
 <b>Unit Four</b>			
Informative Presentation **	100	_____	
Peer Critic (1@ 10 pts)	10	_____	
Self Evaluation (1@ 10 pts)	10	_____	
Thesis St't. Exercise	25	_____	Unit total = 145
 Final Exam**	 100	 _____	 Unit total = 150
Post Test **	50	_____	
 <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	_____	Unit total = 345
 <b>Total Points</b>	 <b>1555</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: 1555—1400 = A; 1499—1244 = B; 1243—1089 = C; 1088—933 = D; 932--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 100- 90 = A; 89-80 + B; 79 – 70 = C; 69 – 60 = D; 59-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.)