

**Course Syllabus**  
**SPCH 1321 Business and Professional Speech**  
**SPCH 1321.012**  
**Communication Department**  
**Division of Arts and Sciences**  
**South Plains College, Reese Campus**  
**FALL 2018**

Carol Brannan  
cbrannan@southplainscollege.edu  
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:**

This course includes the basic principles of speech applied to communications in business and professional settings. The course emphasizes practice in the construction and delivery of various types of speaking situations and the application of interpersonal skills that occur in a business, organizational, or professional setting.

**Core Objectives Satisfied:**

Communication Skills - to include effective development, interpretation and expression of ideas through written, oral and visual communication

Critical Thinking - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information

Team Work - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

Social Responsibility - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

Personal Responsibility - to include the ability to connect choices, actions and consequences to ethical decision-making

**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 take thorough notes and study all lecture material, informational handouts, and assigned readings. **Ask questions!**
3. To actively participate in class discussions and group activities.
4. Speeches must be delivered orally in language understandable to students and instructor.
5. To show maturity and professionalism in preparation of assignments and in classroom behavior.
6. To show courteousness to fellow classmates/speakers.
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. To initiate withdrawal from the course if absences become excessive.

**Academic Honesty** - It is my expectation and the institution's that appropriate citation and documentation 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 SPC Student Handbook for more information.

## **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.

## **Contacting your Instructor**

Please feel free to contact your instructor if you have questions or concerns about your progress in this class. Please try to let your instructor know in advance if you will have to miss class. You may contact your instructor by phone or email. You will find your instructor's contact information in the employee directory at the link below.

<http://www2.southplainscollege.edu/information-for/employees/employee-directory> ; as well as on Course Schedule/Syllabus on Blackboard.

## **Evaluation:**

Course grade will be assessed according to completion of assignments and exams listed on the Grade Summary Sheet.

## **Attendance and Tardy Policy**

All students enrolled for this course are expected to attend class regularly, be on time, and remain until dismissed. Roll will be taken at the beginning of each class meeting. If a student is tardy, he/she must see the instructor after class to have the absence mark removed.

Whenever absences become excessive and, in the instructor's opinion, minimum course objectives cannot be met, the student should initiate withdrawal from the course.

The instructor may or may not administratively drop a student due to excessive absences.

Please verify your instructor's policies on absences and drops/withdrawals.

!!! 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!!!

### **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 1321.012**  
**Business and Professional Speech**  
**Course Schedule and Syllabus**  
**FALL, 2018**

<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)	<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;"><b>10 am—11:00</b></td> <td style="text-align: center;"><b>11 am—12:00</b></td> <td style="text-align: center;"><b>10 am—11:00</b></td> <td style="text-align: center;"><b>11 am—12:00</b></td> <td style="text-align: center;"><b>9:00—12:00</b></td> </tr> <tr> <td></td> <td style="text-align: center;"><b>2:30—3:30</b></td> <td></td> <td style="text-align: center;"><b>2:30—3:30</b></td> <td></td> </tr> </table>	<b>Mon.</b>	<b>Tue.</b>	<b>Wed.</b>	<b>Thu.</b>	<b>Fri.</b>	<b>10 am—11:00</b>	<b>11 am—12:00</b>	<b>10 am—11:00</b>	<b>11 am—12:00</b>	<b>9:00—12:00</b>		<b>2:30—3:30</b>		<b>2:30—3:30</b>		<b>Or By Appointment</b> <b>Contact Me Now</b> <b>Let's Talk!!</b>
<b>Mon.</b>	<b>Tue.</b>	<b>Wed.</b>	<b>Thu.</b>	<b>Fri.</b>													
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	<b>2:30—3:30</b>		<b>2:30—3:30</b>														
<b>TEXT &amp; RESOURCES</b>	Communicating at Work: Strategies for Success in Business and the Professions, 11 <sup>th</sup> ed., by Adler, Elmhorst, Lucas ISBN 978-0-07-803680-4 <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 -----	W, 09/05
Ch. 2 – Communication, Culture, and Work	Networking Assignment-----	M, 09/10
Ch. 3 -- Listening	Listening Exercise-----	W, 09/12
	<b>Exam #1 (Ch. 1, 2, 3) -----</b>	<b>W, 09/12</b>
Ch. 4 – Verbal/Nonverbal Messages	<b>Exam # 2 (Ch. 4, 5) -----</b>	<b>W, 09/19</b>
Ch. 5 – Interpersonal Skills	Communication Analysis Paper-----	W, 09/19
<b>UNIT 2 WORKING IN GROUPS/TEAMS</b>		
Ch. 7 – Working in Groups	Library Visit/Exercise-----	W, 09/26
Ch. 8 -- Effective Meetings	Group activity-----	M, 10/01
	Group Communication Discussion-----	M, 10/08
	<b>Exam #3 (Ch. 8, 9) -----</b>	<b>M, 10/08</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	Lab Day to work on cover/letter-resumes-----	W, 10/17
Appendix I – Sample Information-gathering Interview	Want Ad/Cover letter/Resume -----	W, 10/24
Appendix II – Sample Employment Interview	Mock Interview Assignment-----	W, 10/24
Appendix III – Business Writing	<b>Exam #4 (Ch. 6, Notes, App. I) -----</b>	<b>M, 10/29</b>
Employment Interviewing & Etiquette	Information-Gathering Interview-----	W, 10/31
Illegal Interview Questions and How to Handle Them		
<b>UNIT 4 PUBLIC SPEAKING</b>		
Ch. 9 – Developing/Organizing the Presentation	Outlining Exercise-----	M, 11/05
Ch. 10 – Verbal/ Visual Supports,	Impromptu Pres'n/Citing Sources Orally-----	M, 11/12
Ch. 11 – Delivering the Presentation		
Persuasive Messages	<b>Informative Individual Pres'n--(3—4 min) -----</b>	<b>W, 11/14</b>
Ch. 12 – Types of Business Presentations	Persuasive Exercise-----	W, 11/28
Last Day To Turn in Extra Credit -----		F, 12/07
<b>FINAL EXAM (comprehensive) -----</b>		<b>M, 12/10 10:15—12:15</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., November 15<sup>th</sup>**
- \*\* 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 **	75	_____	
Exam #1 **	100	_____	
Exam #2 **	100	_____	Unit total = 300
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	_____	
Exam #5 **	100	_____	Unit total = 245
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>1655</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: 1655—1490 = A; 1489—1324 = B; 1323—1159 = C; 1158—993 = D; 992--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.)

## CAMPUS GUIDELINES FOR THE REESE CENTER

**CHILDREN ON CAMPUS** Many of the students attending classes at South Plains College are also parents who value the opportunity to participate in higher education. Sometimes students are faced with the decision of whether to remain at home with their children, bring children with them to class, or be absent from class. The following guidelines address concerns for the safety of children on campus and provide for an environment conducive to learning:

1. Students are not allowed to bring children to class and will be asked to leave in the interest of providing an environment conducive for all students enrolled in the class. Students are responsible for adherence to the attendance requirements set forth by the instructor in the course syllabus.
2. Children may not be left unattended. In order to provide for the safety of children on campus, parents or other guardians are responsible for supervising children while utilizing services or conducting business on campus.
3. Disruptive children will not be allowed to interfere with college business. Parents or other guardians are responsible for supervising and controlling the behavior of children they have brought on campus.

**AMERICANS WITH DISABILITIES ACT 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. For more information, call or visit the Disability Services Office at, Reese Center Building 8, 806-716-4675. OR Disability Services Office in the Student Health & Wellness Office on the Levelland campus, 806-716-2577.

**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. (\*Developed by the Title III summer 2001 participants as part of the training opportunity, May-June 2001, South Plains College.)

### **TITLE IX PREGNANCY ACCOMMODATION 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 Chris Straface, Director of Health and Wellness at 806-716-2362 or email [cstraface@southplainscollege.edu](mailto:cstraface@southplainscollege.edu) for assistance.

### **GENERAL SAFETY ON CAMPUS**

South Plains College recognizes the importance of safety on campus. The protection of persons and property is a responsibility which we all share. Personal safety begins with the individual. The following guidelines are intended to assist you in protecting yourself and to encourage practices that contribute to a safe environment for our campus community. Never leave your personal property unsecured or unattended. Look around and be aware of your surroundings when you enter and exit a building. Whenever possible, avoid walking alone, particularly after dark. Walk to your vehicle with other class members. Contact Campus Police to report all crimes, accidents, or unsafe conditions.

**FOOD AND DRINK IN CLASSROOMS** It is the policy of South Plains College not to permit food or drink in the classrooms or laboratories. Since many students and instructors arrive at the Reese Center directly from work, individual instructors MAY permit food or drinks in classrooms as long as trash and drink containers are properly disposed of prior to leaving the classroom.

**SMOKING/SPITTING** The use of ALL TOBACCO products INSIDE South Plains College buildings or near proximity to any entrance is NOT permitted. No smoking, spitting, chewing, or vaping etc..

**CAMPUS CONCEALED CARRY STATEMENT** 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, please refer to the SPC policy at: [http://www.southplainscollege.edu/human\\_resources/policy\\_procedure/hhc.php](http://www.southplainscollege.edu/human_resources/policy_procedure/hhc.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.**

**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>