

## Course Syllabus

### SPCH 1321 Business and Professional Speech

**Instructor:** J Miles Kirk, M.A.

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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.

**Available Formats:** conventional, hybrid and ITV

**Campus:** Levelland, Reese, ATC and Plainview

**Textbook:** Communicating at Work: Strategies for Success in Business and the Professions by Ronald B. Adler and Jeanne Marquardt Elmhorst, 11<sup>th</sup> Edition

#### **Supplies:**

1. Text
2. One audio recording device
3. Notebook(s) and pen/pencil/highlighter
4. Choice of sensory aid materials for oral presentations
5. Access to a computer for online activities
6. Functioning OneDrive Account

**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 Purpose:** The Business and Professional Speech course explores the basic principles of oral communication applied to the communication needs of the business or professional person. The course provides practice in the research, construction, and delivery of various types of oral presentations and in the application of interpersonal, interviewing, and small group skills that occur in business, organizational, or professional settings.

## 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.
3. To actively participate in class discussions and group activities.
4. To show maturity and professionalism in preparation of assignments and in classroom behavior.
5. To show courteousness to fellow classmates/speakers.
6. To initiate consultations with the instructor whenever assistance is needed regarding class assignments.
7. 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.
8. 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.

**Students with Disabilities-** Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the [SPC Special Services](#) office in the first week of 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 Special Services Coordinator. For more information, call or visit the Special Services Office in the Student Services building, 894-9611 ext. 2529.

**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 email. You will find your instructor's contact information in the employee directory at the link below. ([j.kirk@ttu.edu](mailto:j.kirk@ttu.edu))

<http://www2.southplainscollege.edu/information-for/employees/employee-directory>

## Evaluation:

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

Info Gathering Interview:	5%
Demonstration Speech:	10%
Group Speech:	20%
Persuasive Speech:	15%
Exam I:	15%
Exam II:	20%
In class Activities, Evals, & Papers:	15%

**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 each class meeting. If a student is tardy, he/she must see the instructor after class to have the absence mark removed. Three (3) tardies in a MWF class and two (2) in a MW or TR class will constitute an absence. If a student leaves class prior to dismissal of the class, he/she may be counted absent.

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 of class is considered excessive.  
*Example:* MW/TR – 4 sick days allotted  
MWF – 6 sick days allotted  
One day/week – 2 sick days allotted
2. Being absent one day over your allotment will lower your final course total by 10 points.
3. Each subsequent absence will lower your final course total by 5 points.
4. 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 (at least an entire letter grade).

**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.

• ***Grades- You are expected to keep up with your own grades. You should know your standing in the course at any time during the semester.***

- **Campus Concealed Carry syllabus 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.

WEEK	DATE	Weekly Reading	Discussion 1 (Monday)	Discussion 2 (Wednesday)	Discussion 3 (Friday)
Week 1	Aug 28 <sup>th</sup> - Sept 1 <sup>st</sup>	Chapter 1	Intro to Course	Intro to B&P	Communication Model
Week 2	Sep 4 <sup>th</sup> -8 <sup>th</sup>	Chapter 9	<u>NO CLASS</u>	<b>Pre-Test</b>	Developing the Presentation
Week 3	Sep 11 <sup>th</sup> - 15 <sup>th</sup>	Chapter 10	Verbal Support	Visual Support	<u>Communication Analysis Paper due</u>
Week 4	Sep 18 <sup>th</sup> - 22 <sup>nd</sup>	Chapter 11	Types of delivery	Guidelines for Delivery	Speaking with Confidence
Week 5	Sep 25 <sup>th</sup> - 29 <sup>th</sup>	Chapter 12	Informative Presentations	Persuasive Presentations	Group Presentations
Week 6	Oct 2 <sup>nd</sup> -6 <sup>th</sup>		Review for Demonstration speech.	<u>Corporate Crisis Speeches (demonstration)</u>	<u>Corporate Crisis Speeches (demonstration)</u>
Week 7	Oct 9 <sup>th</sup> -13 <sup>th</sup>	Chapter 2	<u>Corporate Crisis Speeches (demonstration)</u>	Communication at Work	<i>No Class</i>
Week 8	Oct 16 <sup>th</sup> - 20 <sup>th</sup>	Chapter 7	Leading & Working in Teams	Review for Midterm	<b>EXAM I</b>
Week 9	Oct 23 <sup>rd</sup> - 27 <sup>th</sup>	Chapter 8	Types of Meetings	Planning Meetings	Problem Solving
Week 10	Oct 30 <sup>th</sup> - Nov 3 <sup>rd</sup>	Chapter 3	<u>Charitable Giving (Group)</u>	<u>Charitable Giving (Group)</u>	<u>Charitable Giving (Group)</u>
Week 11	Nov 6 <sup>th</sup> - 10 <sup>th</sup>	Chapter 4	Verbal Messages	Nonverbal Messages	
Week 12	Nov 13 <sup>th</sup> - 17 <sup>th</sup>	Chapter 5 & 6	Interpersonal Communication	Conflict Management Interviewing	<u>Resume &amp; Cover Letter Due</u>
Week 13	Nov 20 <sup>th</sup> - 24 <sup>th</sup>	Thanksgiving	Prep for Marketing Pitch & Exam II	<u>NO CLASS</u>	<u>NO CLASS</u>
Week 14	Nov 27 <sup>th</sup> - Dec 1 <sup>st</sup>		<b>EXAM II</b>	<u>Marketing Pitch (persuasive)</u>	<u>Marketing Pitch (persuasive)</u>
Week 15	Dec 4 <sup>th</sup> -8 <sup>th</sup>		<u>Marketing Pitch (persuasive)</u>	<u>Info Gathering Interview</u>	
Week 16					