

SPCH 1321 Business and Professional  
Communication – Summer 2 2013

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**Course Objectives:**

In this course students improve written and oral communication skills which affect business environments. Emphasis is placed on organizational networks, interviewing, presentational address, listening, and group work. The student will integrate these components with managerial methods and business image maintenance. Variables of culture and personality are analyzed. This course utilizes a “hands on” approach to application of the course materials. (ICOs 1,2,4,5,6)

There are no Prerequisites for this class

SCANS – 5, 6, 9, 10, 11

**Learning Outcomes:**

Students will learn several core concepts of professional speech

Students will be able to create professional documents

Students will learn skills to improve their ability to listen

Students will learn how to effectively perform in job interviews and professional environments

**Assignments/ Total Weight of Final Grade**

Career interview = 10 %

Quiz 1 = 5%

Exercises = 10 %

Quiz 2 = 5%

Speech 1 = 5 %

Quiz 3 = 5%

Speech 2 = 15 %

Quiz 4 = 5%

Speech 3 = 20 %

Final Exam = 10 %

**Speech 1:** Student will introduce themselves or a classmate.

**Speech 2:** Student will work with a group to prepare a group training session with the class as the intended audience. Each student will submit an outline of their portion of the presentation. Students will be graded primarily on structure and content of the presentation. A detailed description of speech requirements will be provided.

**Speech 3:** This is an entirely solo presentation. The student will select a topic, conduct research, and present a proposal that addresses a specific need or problem in the community or some organization. The student will persuade the audience regarding the action that needs to be taken. Students will be graded on the basis of structure and content as well as the delivery of the presentation.

**Speech Analysis Paper:** Student will view and analyze a professional presentation

**Exercises:** A number of class activities will be assigned during the semester. These will allow students to incorporate topics in class in practical ways. This may involve short written exercises, in class activities, and some participation on BlackBoard.

**Career Interview Paper:** The student will interview a professional who can enlighten them about the requirements and the communication tools needed to succeed in that profession. The student will summarize that interview and their conclusions in a short essay.

**Quizzes:** Each quiz will Cover 2-4 Chapters from the textbook and notes. Students will need a green scantron for each quiz.

**Final Exam:** The exam is a comprehensive examination of all lecture notes and chapters in the book. Students will need to bring a green scantron and a pencil the day of the exam.

**Important Due Dates:**

**Speech 1 – July 17th**

**Speech 2 - July 24<sup>th</sup>**

**Speech 3 – August 14<sup>th</sup>**

**Quizzes – TBA**

**Speech Analysis Paper – July 25<sup>th</sup>**

**Career Interview– Aug. 13<sup>th</sup>**

**Final Exam – Aug 15th**

**Course Policies: (READ CAREFULLY!)**

1. No late work is accepted. (Exceptions include documented personal and family emergencies and school sponsored activities)
2. **Failure to be in class for a speech will result in a grade of 0 for that speech. The days are marked on the syllabus, so you should be aware of speech days.**
3. Plagiarism will result in a grade of 0 for that assignment as well as a notice to the Dean of Students.
4. This is a discussion-oriented class – rudeness to other students will not be tolerated, nor will behavior that is disruptive or threatening.
5. Attendance will be taken daily. Campus policy enforced.
6. Be aware of speech days – if you are late to class on a speech day, wait outside until you hear the applause before entering or knocking, otherwise your speech grade will be penalized.
7. Be a good audience member. Give the speaker your support and attention.
8. Rude audience behavior will result in your being asked to leave the classroom. You will not be allowed to return until after you have spoken with me. Might I point out that talking on cell phones and TEXT-MESSAGING is considered rude audience behavior.

**As part of the Design for Completion initiative, your Odessa College Student Success Coach and faculty mentor will help you stay focused and on track to complete your educational goals.**

**If an instructor sees that you might need additional help or success coaching, he or she may submit a Retention Alert. Your Student Success Coach or faculty mentor will contact you to work toward a solution.**

## Special Needs

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Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this or any other class at Odessa College, please feel free to contact me to discuss your concerns. You may also call the Office of Disability services at 432-335-6861 to request assistance and accommodations.

## Learning Resource Center (Library)

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The Library, known as the Learning Resources Center, provides research assistance via the LRC's catalog (print books, videos, e-books) and databases (journal and magazine articles). Research guides covering specific subject areas, tutorials, and the "Ask a Librarian " service provide additional help.

## Student E-mail

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Please access your Odessa College Student E-mail, by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. **All assignments or correspondence will be submitted using your Odessa College email.**

## Student Portal

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Please access your Odessa College Student E-mail, by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. **All assignments or correspondence will be submitted using your Odessa College email.**

## Technical Support

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For Blackboard username and password help and for help accessing your online course availability and student email account contact the Student Success Center at 432-335-6878 or online at [https://www.odessa.edu/dept/ssc/helpdesk\\_form.htm](https://www.odessa.edu/dept/ssc/helpdesk_form.htm).

## Important School Policies

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For information regarding student support services, academic dishonesty, disciplinary actions, special accommodations, or student's and instructors' right to academic freedom can be found in the Odessa College Student Handbook.

## Expectations for Engagement – Face to Face Learning

To help make the learning experience fulfilling and rewarding, the following Expectations for Engagement provide the parameters for reasonable engagement between students and instructors for the learning environment. Students and instructors are welcome to exceed these requirements.

### Reasonable Expectations of Engagement for Instructors

1. As an instructor, I understand the importance of clear, timely communication with my students. In order to maintain sufficient communication, I will
  - provided my contact information at the beginning of the syllabus;
  - respond to all messages in a timely manner through telephone, email, or next classroom contact; and,
  - notify students of any extended times that I will be unavailable and provide them with alternative contact information (for me or for my supervisor) in case of emergencies during the time I'm unavailable.
2. As an instructor, I understand that my students will work to the best of their abilities to fulfill the course requirements. In order to help them in this area, I will
  - provide clear information about grading policies and assignment requirements in the course syllabus, and
  - communicate any changes to assignments and/or to the course calendar to students as quickly as possible.
3. As an instructor, I understand that I need to provide regular, timely feedback to students about their performance in the course. To keep students informed about their progress, I will
  - return classroom activities and homework within one week of the due date and
  - provide grades for major assignments within 2 weeks of the due date or at least 3 days before the next major assignment is due, whichever comes first.

### Reasonable Expectations of Engagement for Students

1. As a student, I understand that I am responsible for keeping up with the course. To help with this, I will
  - attend the course regularly and line up alternative transportation in case my primary means of transportation is unavailable;
  - recognize that the college provides free wi-fi, computer labs, and library resources during regular campus hours to help me with completing my assignments; and,
  - understand that my instructor does not have to accept my technical issues as a legitimate reason for late or missing work if my personal computer equipment or internet service is unreliable.

2. As a student, I understand that it is my responsibility to communicate quickly with the instructor any issue or emergency that will impact my involvement with or performance in the class. This includes, but is not limited to,
  - missing class when a major test is planned or a major assignment is due;
  - having trouble submitting assignments;
  - dealing with a traumatic personal event; and,
  - having my work or childcare schedule changed so that my classroom attendance is affected.
  
3. As a student, I understand that it is my responsibility to understand course material and requirements and to keep up with the course calendar. While my instructor is available for help and clarification, I will
  - seek out help from my instructor and/or from tutors;
  - ask questions if I don't understand; and,
  - attend class regularly to keep up with assignments and announcements.

Institutional Course Objectives:

- 1) Critical Thinking Skills - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- 2) Communication Skills - to include effective development, interpretation and expression of ideas through written, oral and visual communication
- 3) Empirical and Quantitative Skills - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
- 4) Teamwork - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- 5) Personal Responsibility - to include the ability to connect choices, actions and consequences to ethical decision-making
- 6) Social Responsibility - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities