

**Syllabus for Business and Professional Speech**

Fall 2019

Instructor: Andrew Vierling

[avierling@southplainscollege.edu](mailto:avierling@southplainscollege.edu)

Office:

---

Office Hours:

---

---

**Department:** Communication Department

**Discipline:** Speech Communication

**Credit:** 3 credit hours

**Textbook:** Communicating at Work: Strategies for Success in Business and the Professions, without CONNECT access, by Ronald B Adler, Jeanne Elmhurst, and Kristen Lucas, 12<sup>th</sup> Edition.

Book ISBN: 9780078036965

e-Book ISBN: 9781260916720

**Supplies:**

1. Textbook
2. One audio recording device (may be acquired from SPC Library when needed)
3. Composition notebook and writing utensil for Interactive Notebook
4. Speech visual aids
5. Access to a computer (SPC has student computer labs)
6. Flash Drive with at least 1gb storage for interview (cell phones often work)
7. Access to Blackboard for assignments, grades, and important dates

**Course Description:** This course includes the basic principles of speech applied to a business context. The course emphasizes applying theoretical knowledge to real situations which simulate a business environment.

**Course 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, and inquiry as well as 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 purpose of this course is to facilitate growth within the individual of those skills necessary to be an effective communicator in any professional or business context. The course ensures said growth through instruction in the theories and principles comprising effective communication, followed by application of these theories and principles to situations that simulate a professional environment.

### **Course Requirements:**

1. To read the information assigned in the text; anything assigned to be read from the text might appear on an exam.
2. To take effective notes in class over lecture material and class discussions, anything discussed in class might appear on an exam.
3. To deliver speeches and written materials in a language understood by the instructor and the class.
4. To participate in classroom discussions.
5. To show maturity and professionalism in preparation of assignments and in classroom behavior. This means speech topics must be appropriate.
6. To show courteousness to fellow classmates/speakers (i.e. no electronic devices).
7. To seek help from the professor if assistance is required in some way.
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. Your professor will drop you from the course if you miss more than two weeks' worth of class (this means you get **two** total absences before drop)
10. Interactive Notebook – you will be expected to bring, and use, a composition notebook every day.

**Interactive Notebooks** – You may have heard of this style of note-taking and studying. The basic idea is that you will have a notebook which has information from each chapter, along with activities completed in class, end of chapter assignments, and other necessary course materials. This will, by the end of the semester, be something you can keep as a communications reference guide for future use in class or your career.

**Academic Honesty** - Appropriate citation and documentation will 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 Student Handbook for more information.

**ADA 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.

**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.

**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 the 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 professor** - Please feel free to contact your professor if you have questions or concerns about your progress in this class. Please try to let him know in advance if you will have to miss class. You may contact your professor in person during office hours, or by email.

### **Evaluation**

Grades in this course are as follows: 90-100% = A; 80 – 89% = B; 70 – 79 % = C; 60 – 69% = D; 59% and below = F

Course grades will be assessed according to the following percentages:

Major Assignments = 80%

Daily Grades = 20%

### **Grade Distribution**

Major Assignments:

- Introductory Presentation
- Informative Presentation
- Persuasive Presentation
- Special Occasion Presentation
- Interactive Notebook
- Resume/Cover Letter/Mock Interview
- Information Gathering Interview
- Exam 1
- Exam 2
- Final Exam

## Daily Grades

Activities  
Peer-evaluations  
Self-evaluations  
Speech rough drafts

### **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 the 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.

### **Specific Attendance Policy Restated:**

1. All students enrolled for this course are expected to attend class regularly, be on time, and remain until dismissed.
2. Roll will be taken at each class meeting.
3. If a student is tardy, he or she should speak with professor after class to avoid having tardies count toward absences.
4. Two (2) tardies will constitute an absence.
5. If a student leaves class prior to dismissal of the class, he or she will be counted absent.

6. Whenever absences become excessive and minimum course objectives cannot be met, the student should initiate withdrawal from the course.
7. "Excessive absences" can be defined as more than two weeks worth of unexcused absences through the course of the semester.
8. The only absences labeled as "excused" are those absences due to participation in school functions, or documentable absences due to illness (doctor's note required in the next class period), or a death in the family requiring the student to be in attendance of a funeral (proof required).
9. The instructor will administratively drop a student due to excessive absences.
10. Students are responsible for classwork covered during absences from class even in cases in which they are able to satisfy the instructor that the absence was unavoidable.

**Make-up Policy:**

Make-up work is NOT guaranteed. All work has a deadline and deadlines must be met even if the student is absent. See the professor's locator information for emailing work if you are not in class. An absence on the day that you are scheduled for oral presentations or examinations will result in a grade of zero for the assignment unless you meet one of the following requirements. Students may only make up speeches in the event of sickness or the death of a family member and in both cases must provide proof. In the case of sickness, a doctor's note is required to make up a speech. If you don't go to the doctor, then you are not sick enough to miss class! In the event of a funeral, the funeral program or obituary is required. These are the only two cases accepted for any form of makeup speeches. Being unprepared or not knowing the date of your speech is not an acceptable excuse! 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 of 10 points for the assignment. Only ONE speech may be made up during the semester or the designated date for makeups.

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

1. Communication Process: Understanding the communication process
2. Communication Systems and Cultures: Have an awareness of communication systems and communicative 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: Become aware of poor listening habits, understand the benefits of good listening habits. Be able to practice good listening habits.
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: Define a small group. Identify the roles taken by small-group participants. Understand functional and dysfunctional team behaviors. Be able to function as an indispensable member of a small-group.

8. Public Speaking: Deliver multiple presentations in a credible and competent way. Foster confidence in one's ability to deliver a speech alone or in a group. Be able to listen to and interpret public speeches delivered by classmates and others more effectively.

Course Schedule - Tentative, subject to change as needed. Assignment due dates are as assigned in class; it is for these reasons that attendance on each class day is crucial for your success. Also note that daily activities are not listed on particular days. This is deliberate. Daily activities can include anything done as a class and submitted on paper to the professor before class is dismissed, via interactive notebooks, or via blackboard. Once again, this means attendance is crucial.

<u>Week #</u>	<u>Dates</u>	<u>Content Covered</u>	<u>Major Assignments</u>
<u>Week 1</u>	Aug 29		Course Introduction
<u>Week 2</u>	Sept 5	Chapter 1 and 2	Introductory Assigned
<u>Week 3</u>	Sept 12	Chapter 9	Introductory Speeches
<u>Week 4</u>	Sept 19	Chapter 10 / 11	Informative Assigned
<u>Week 5</u>	Sept 26	Chapter 3	Exam 1 / IGI Assigned
<u>Week 6</u>	Oct 3	Chapter 12	Informative Speeches
<u>Week 7</u>	Oct 10	Chapter 4 / 6	Resume / Cover Letter
<u>Week 8</u>	Oct 17	Chapter 5	Mock Interview
<u>Week 9</u>	Oct 24	Chapter 7 / 8	
<u>Week 10</u>	Oct 31	Halloween	Mr. V Class cancelled
<u>Week 11</u>	Nov 7		IGI due / Exam 2 / Special Occasion Speech
<u>Week 12</u>	Nov 14	Persuasive Prep	Persuasive Spch R.D.
<u>Week 13</u>	Nov 21		Persuasive Speech due
<u>Week 14</u>	Nov 28	Thanksgiving	Thanksgiving
<u>Week 15</u>	Dec 5	Review for Final	Review Sheet
<u>Finals Week:</u>	Thursday December 12		Final Exam

Important Dates:      Sept 3: Labour Day  
                                  Nov 27 - 29: Thanksgiving  
                                  October 31: Halloween: we will not have class on the 31st.