

Course Syllabus

SPCH 1321

Business and Professional Communication

Communication Department

Division of Arts and Sciences

Lubbock Downtown Center

South Plains College

Spring 2025

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DO NOT USE BLACKBOARD COURSE MESSAGES

Office: B006

Office Hours:

Mon 9:45am-11:00am

Tues 8:15am-9:30am, 11:00am-12:00pm

Wed 9:45am-11:00am

Thurs 8:15am-9:30am, 11:00am-12:00pm

Fri 8:00am-9:00am

Office Phone: 806-716-4025

South Plains College
Common Course Syllabus: SPCH1321

Department: Communications

Discipline: Speech Communication

Course Number: SPCH1321

Course Title: Business & Professional Communication

Available Formats: This course will be taught in the face-to-face format

Campuses: Lubbock Downtown 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

Textbook: Communicating at Work: Strategies for Success in Business and the Professions by Ronald B. Adler and Jeanne Marquardt Elmhorst, 11th 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. Internet Access/Access to a computer for online activities
6. One flash drive with at least 1gb storage space
7. Three (3) scantrons for exams (available in the Reese bookstore).

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.

Course Evaluation:

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

Major Presentations	30%
Exams, Projects, Daily Work, Class Participation	70%

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.

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.

Intellectual Exchange Statement

In South Plains College courses, the instructor will establish and support an environment that values and nurtures individual and group difference 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 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, Lubbock Centers (located at the Lubbock Downtown Center) 806-716-4675, or Plainview Center (Main Office) 806-716-4302.

Non-Discrimination Statement: 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 parenting (paternal or maternal) with children under the age of 18 per Texas Education Code 51.982 and Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations you must submit a Title IX pregnancy and parenting accommodations request, along with specific medical documentation, to the Health and Wellness Center. 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 Health and Wellness Center at 806-716-2529 or email rcaanon@southplainscollege.edu for assistance.

Covid-19 Policy Statement:

If you are experiencing any of the common symptoms, please do not attend class and either seek medical attention or test for COVID-19.

Please also notify DeEtte Edens, BSN, RN, Associate Director of Health & Wellness, at dedens@southplainscollege.edu or 806-716-2376. Proof of a positive test is required. A home test is sufficient but students must submit a photo of the positive result. The date of test must be written on the test result and an ID included in the photo. If tested elsewhere (clinic, pharmacy, etc.), please submit a copy of the doctor's note or email notification. **Results may be emailed to DeEtte Edens, BSN, RN at dedens@southplainscollege.edu.** **Please communicate with DeEtte Edens before returning to class after your 3 day isolation period.**

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 perform speeches and written material in a language understood by the instructor and class.
3. To take thorough notes (no pictures of notes) and study all lecture material, informational handouts, and assigned readings.
4. To actively participate in class discussions and group activities.
5. To show maturity and professionalism in preparation of assignments and in classroom behavior.
6. To show courteousness to fellow classmates/speakers (i.e. no electronic devices during speeches).
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. Any assignment found to be AI generated will receive a grade of zero. Do your own work! Please refer to the academic honesty section of the student code of conduct for further details.
9. A student may not pass the course if (s)he fails to complete two or more major assignments.
10. Laptops/tablets are not permitted for the purpose of note taking in the classroom

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/she should speak with the instructor after class to avoid having tardies count toward absences.
4. 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.
5. If a student leaves class prior to dismissal of the class, he/she will be counted absent.
6. 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 requires the student to be in attendance of a funeral (proof required).
7. **The instructor may administratively drop a student due to excessive absences (lack of participation).**

Note: Excessive absences is defined as any number of absences above 4 class periods.

Behaviors that will get you counted absent:

1. Wearing earbuds during class is disrespectful and not conducive to learning during class.
2. Watching videos during class.
3. Sleeping during class.
4. Disengaging from the class (cell phone/electronic usage).
5. Reading/studying for other courses during my class.
6. Disruptive behavior.
7. Leaving early.
8. Leaving for excessively long periods of time during class.

Make-up Work:

Make-up work is **NOT** guaranteed. **All work has a deadline and deadlines must be met even if the student is absent.** 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 standards for and “excused absence” according to course policy. Being unprepared OR not knowing the date of your speech or exam 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 may receive a late penalty for the assignment. Only **ONE** speech may be made up during the semester on the designated date for make-ups.

Note:

The instructor reserves the right to modify the course syllabus and policies, as well as notify students of any changes, at any point during the semester.

Course Assignment Weights

Exam 1	10%
Persuasive Speech	10%
Résumés and Cover Letters	10%
Exam 2	10%
Career Research Interview	10%
Group Impromptu Speech	10%
Informative Speech	10%
Final Exam	10%
Attendance/Activities	20%

Course Schedule:

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

Weekly Reading	Dates	Tuesday	Thursday
Week 1	01/14-01/16	Course Introduction Get your textbook!	Intro Activity
Week 2 Chapter 1 & 2	01/21-01/23	Ch. 1 Communicating at work	Ch. 2 Communication, culture, and work
Week 3 Chapter 9 & 10	01/28-01/30	Ch. 9 Developing and Organizing the Presentation	Ch. 10 Verbal and Visual Support in Presentations Persuasive Speech Assignment
Week 4 Chapter 11	02/04-02/06	Ch. 11 Delivering the Presentation	Exam Review Persuasive Speech Topics
Week 5 Chapter 12	02/11-02/13	Exam 1	Ch. 12 Types of Business Presentations
Week 6	02/18-02/20	Résumés and Cover Letters (Assignment)	Persuasive Speech Workshop (Outline Due)
Week 7	02/25-02/27	Persuasive Speech Day 1	Persuasive Speech Day 2
Week 8 Chapter 6	03/04-03/06	Persuasive Speech Day 3	Ch. 6 Principles of Interviewing – part 1 Résumés due
Week 9 Chapter 6	03/11-03/13	Ch. 6 Principles of Interviewing – part 2	- Mock Interviews (from Résumé and Cover Letter Assignment) - Information Gathering Interview Assignment (next major assignment)
	03/18-03/20	<u>Spring Break!</u>	<u>Spring Break!</u>
Week 10 Chapter 3 & 4	03/25-03/27	Ch. 3 Listening (Listener Survey)	Ch. 4 Verbal Messages
Week 11 Chapter 4 & 5	04/01-04/05	Ch. 4 Nonverbal Messages	Ch. 5 Interpersonal Strategies and Skills
Week 12 Chapter 7	04/08-04/10	Ch. 7 Leading and Working in Teams	Exam Review Informative Speech Assignment
Week 13	04/15-04/17	Make-up Speech Day (for excused absences)	Exam 2 Information Gathering Interview Due
Week 14	04/22-04/24	Group Impromptu Speech	Informative Speech Workshop (Outline Due)
Week 15	04/29-05/01	Informative Speeches	Informative Speeches
Week 16	05/06-05/08		Final Exam 10:15-12:15 05/08