

**Syllabus for Business and Professional Speech**

Summer 2, 2024

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Office:  
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Office Hours:  
Tuesday and Thursday from 6 - 8 pm

South Plains College  
Course Syllabus: SPCH1321  
Revised Summer 2024

Department: Communications

Discipline: Speech Communication

Course Number: SPCH1321

Course Title: Business & Professional Communication

Available Formats: Conventional, Internet, **Hybrid**

Campuses: Levelland, Reese, Plainview, Lubbock 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

This course partially satisfies a Core Curriculum Requirement:  
Institutional Foundational Component Area (090)

Textbook: Textbook: Communication for Business Professionals: Canadian Edition, Simon et al  
Blackboard Access IS REQUIRED

Weblink:

<https://collection.bccampus.ca/textbooks/communication-for-business-professionals-canadian-edition-ecampusontario-82/>



This text is part of the OER program. The text is free. It can be found at the link above in many formats, including PDF. The student can order a hardcopy or have it printed, at their own expense, if desired.

**Texas Higher Education Coordinating Board Core Objectives addressed:**

**Communication Skills** – including effective written, oral, aural and visual communication

**Critical Thinking Skills** – including creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information

**Teamwork Skills** – including the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

**Personal Responsibility** – including the ability to connect choices, actions, and consequences to ethical decision-making

**Social Responsibility** – including intercultural competency, knowledge of civic responsibility, and ability to engage effectively in regional/national/global communities Learning Outcomes:

**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:

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

Major Presentations (speeches)	30%
Exams / major grades	40%
Daily Work, Class Participation	30%

**Supplies:**

1. Textbook, with TopHat access
2. Computer, capable of accessing Blackboard and TopHat
3. Speech visual aids
4. Audio Recording Device for IGI

**Technical Requirements**

- Desktop or laptop computer
- High speed internet access
- SPC E-mail
- Word Processing software

**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 follow directions on blackboard, including using TopHat to complete assignments
3. To deliver speeches and written materials in a language understood by the instructor, this includes any potential synchronous meetings.
4. To participate in forum 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.
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.

## **Grade Distribution**

### **Major presentations (30%):**

- Introductory Outline
- Informative Presentation
- Persuasive Presentation
- Oratory Assignment

### **Test Grades (40%):**

- Resume/Cover Letter/Mock Interview
- Information Gathering Interview
- Exam 1
- Exam 2
- Final Exam

### **Daily Grades (30%):**

- Quizzes from Blackboard
- Introductory Presentations
- Peer-evaluations
- Self-evaluations
- Speech rough drafts

## **Late Work Policy**

Module quizzes, learning activities, vlogs/comments, speech uploads, and peer and self-evaluations are due the date mentioned in the syllabus or in class. Late work will not be accepted. The only exception that will be made will be for extended illnesses or a death in the family. In such instances, you must submit verifiable and official documentation to your instructor (e.g., a doctor's note indicating an extended illness or extenuating circumstance). Technological issues are not an excuse for late work. Do your assignments, quizzes and speeches early to ensure you have time for any issues that might arise.

## **Late Speeches**

If you are given permission to submit a speech late, it is your responsibility to deliver said speech on the date of the final exam. Each student will only be allowed to submit one late speech, and doing so requires the student have been excused from delivery due to a documented emergency.

## **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.

### **Diversity, Disability, Nondiscrimination, Concealed Carry Statements:**

**<https://www.southplainscollege.edu/syllabusstatements/>**

**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.

**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.

**Course Schedule:** Tentative, subject to change as needed. Please note there are two categories of assignment in this class. Online assignments are done independently outside of class and are almost always due at midnight on Friday of that week. There are a few exceptions (Exam 2 and the Final being notable exceptions). In-class assignments, on the other hand, are due in class on the date listed below (unless otherwise noted via email / announcement). This means students will be responsible for attending class (missing class results in a zero for in-class assignments due that day), as well as completing work via the online platform.

<u>Date</u>	<u>Content Covered</u>	<u>Assignments Due</u>
<b><u>Week 1</u></b>	ONLINE ASSIGNMENTS	Chapters 1 and 2
<u>July 9</u>	IGI assigned, Intro speech outlines	PRCA
<u>July 11</u>	Informative Speech Assigned	Introductory Speech Delivered Informative Topic Proposals
<b><u>Week 2</u></b>	ONLINE ASSIGNMENTS	Chapters: 3, 10, 5, 7
<u>July 16</u>	Mock Interview Assigned	Resume Workshop Informative Speech Workshop
<u>July 18</u>		Resume / CL / Job due Informative Delivery
<b><u>Week 3</u></b>	ONLINE ASSIGNMENTS	Exam 1 Chapters 4, 6, 8 and 9
<u>July 23</u>	Persuasive Speech Assigned	Mock Interview Persuasive Topic Proposals
<u>July 25</u>		Persuasive Workshop (outlines)
<b><u>Week 4</u></b>	ONLINE ASSIGNMENTS	Chapters 11 and 12 IGI Due Exam 2
<u>July 30</u>		Persuasive Workshop (Visual Aid)
<u>August 1</u>	Oratory assigned	Persuasive Delivery
<b><u>Week 5</u></b>		Final (Exam 3) (Due Aug. 8 by noon)
<u>August 6</u>		Oratory delivered
<u>August 8</u>	Finals due Thursday by Noon	Finals due Thursday by Noon
FINAL	August 8th	
<b><u>Important dates: Final on August 8th, due by noon!</u></b>		