

South Plains College
Common Course Syllabus: SPCH1321
Revised Fall 2021

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 and Purpose

Welcome to SPCH 1321-Business & Professional Communication! It is my sincere hope that you will learn to enjoy the process of public speaking while gaining confidence, improving your skills, and making new friends.

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 several types of speaking situations and the application of interpersonal skills that occur in a business, organizational, or professional setting.

Prerequisite: None **Credit:** 3 **Lecture:** 3 **Lab:** 0 **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

Professor Information

Professor: Rebecca Greene
Email: rgreene@southplainscollege.edu **Phone:** 806.716.2445

Face to Face Office Hours: Levelland CM 140

M 1:30-3:00pm
W 10-11am, 1-3pm
F 11am-Noon by appointment

Lubbock Center 125K

T 12:15-3:00pm LC 125K
Th 12:15-3:00pm LC 125K

Required Course Textbook From Entry Level to Executive: All Communication Counts by Janine Fox and Kelley Finley through inclusive access included as part of your tuition. See SPC Textbook statement at the end of the syllabus.

Supplies & Requirements

1. Textbook (see above)
2. One audio recording device (most students use a phone or laptop-ask me if you don't have something to record with BEFORE buying something)
3. Notebook(s) and pen/pencil/highlighter
4. Choice of sensory aid materials for oral presentations
5. Access to a computer for online activities, quizzes, and tests
6. Check Blackboard Announcements and Weekly Assignments at least 3 times per week.

Communication Plan

- Expect an email reply within approximately 24 hours on weekdays, and within 48 hours (about 2 days) on weekends or holidays. If you don't hear back from me, please contact me again. If you need an immediate answer, use Remind.
- Please use the SPC email found at the top of the syllabus for sending e-mail messages to me. I do not use the course messages tool in Blackboard.
- I will be posting course related announcements in Blackboard.
- I will use Remind for quick announcements and questions from students.
- Please feel free to ask me questions AFTER you have read the relevant course information and/or watched the video if there is one. I cannot personally give instructions to each student, but I am **happy** to answer questions you have AFTER you have prepared by reading and/or watching. If it is obvious you have not read/watched, I will refer you to the correct place to get the answer.

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 Requirements for Students

1. To read the information assigned; 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.

Course Evaluation:

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

Major Presentations and Group Projects	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. A 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.

The department abides by this policy and enforces the following guidelines established for SPCH 1321:

1. If a student is tardy, he/she must see the instructor after class to have the absence mark removed. Two tardies (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.
2. Missing more than two weeks of class is considered excessive.
 Example: MW/TR – 4 sick days allotted
 One day/week – 2 sick days allotted
3. After two (4) absences, I will drop you from the class if your absences aren’t excused (if it is before the drop date).
4. Unexcused absences one day over your allotment (4) will lower your final course grade by 10 points.
5. Each subsequent absence will lower your final course total by 5 points.
6. If, in the instructor’s opinion, minimum course objectives cannot be met due to absences, the student should withdraw from the course.

Late Work Policy

Quizzes, learning activities, discussions, vlogs/comments, speeches, and peer and self-evaluations are due by 11:59pm Central Standard Time on the due date listed on the Course Schedule.

Speeches are mandatory. Because our meeting times are scheduled, **you are allowed to make-up ONE speech only**. The instructor determines the date/time of the makeup and it will result in a deduction of points of 20 pts.

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.

Plagiarism and Cheating

Students are expected to do their own work on all outlines, quizzes, presentations, examinations, and papers. Failure to comply with this policy will result in an F for the assignment and can result in an F for the course if circumstances warrant.

Plagiarism violations include, but are not limited to, the following:

1. Turning in an outline or paper that has been purchased, borrowed, or downloaded from another student, an online term paper site, or a mail order term paper mill.
2. Cutting and pasting together information from books, articles, other papers, or online sites without providing proper documentation.
3. Using direct quotations (three or more words) from a source without showing them to be direct quotations and citing them; or
4. Missing in-text or verbal citations.

Cheating violations include, but are not limited to, the following

1. Obtaining an examination by stealing or collusion.
2. Discovering the content of an examination before it is given.
3. Using an unauthorized source of information (notes, textbook, text messaging, internet, apps) during an examination: **I expect you to use notes and the textbook for quizzes.**
4. Entering an office or building to obtain unfair advantage.
5. Taking an examination for another.
6. Altering grade records.
7. Copying another's work during an examination or on a homework assignment.
8. Taking pictures of a test, test answers, or someone else's paper.

Course Organization

This course is organized into weeks. You can access the Weekly Folders by clicking on the Course Content link on the Course Menu in Blackboard. Weekly folders will contain a combination of reading assignments, lecture videos or screencasts, links to additional readings and/or video material, and other content that will help you understand the focus of that week. Additionally, there will be various assessments included in each week, such as quizzes, learning activities, major assignments discussion boards and comments, video conferences, speeches, and peer and self-evaluations. Check the course schedule to see the specific assessments included in each week and specific due dates for each assessment.

You can access your grades on the Blackboard Course Menu (My Grades). Grades will be posted after the due date and after all assignments have been graded. Speech Grading Rubrics will be made available to you when speeches are assigned so that you can prepare for my assessment methods.

Your final grade will be determined as follows:

- To earn an A, you need 89.5%
- To earn a B, you need 79.5%
- To earn a C, you need 69.5%
- To earn a D, you need 59.5%
- If your percentage is 59.4 or less, you will earn an F

If you have questions about or are concerned about a specific grade you earned, you will need to email me or visit me in virtual or face-to-face office hours to discuss the grade. If you want to appeal a grade you earned on a specific assignment, you have one week after the grade has been posted in Blackboard to approach your instructor about your questions or concerns. After one week, I will consider the matter closed. When you approach me after viewing your grade, you are expected to have revisited the assignment or speech description, the grading rubric, and the feedback provided to you by me.

Assignment Submissions

You will submit assignments through their designated submission link in Blackboard. On the first submission, you may have some questions. I have videos that shows how to submit assignments. I usually allow unlimited submission attempts so if it does not work the first time, you can just try again. If you repeatedly submit your assignment in the wrong place or just email it to me, I will deduct 5 points from the assignment.

You are required to title your assignments in the following format: **Lastname_Firstname_Assignmentname.doc**

Grade Distribution BOLD items are major assignments.

Participation/Activities	15%-all participation points averaged
Quizzes	10%-all quiz scores averaged
Test 1	7%-100 points
Test 2	8%-100 points
Test 3	10%-100 points
Resume Assignment	10%-100 points
Career Research Interview	10%-100 points

Informative Presentation	10%-100 points
Persuasive Presentation	10%-100 points
Group Project	10%-100 points

Course Work

1. **Presentations** You will deliver two major speeches in the course. More information about speech purposes and topics, instructions, and assessment methods will be included in the weeks. Below you will find basic information about each speech.
 - The Informative Speech will be delivered to your audience in real-time in the Informative Speech Video Conference.
 - The Persuasive Speech will be delivered to your audience in real-time in the Persuasive Speech Video Conference. Additionally, this speech will require you to use a PowerPoint Presentation.

You must be an attentive audience member for presentations given during your scheduled group time, and you must complete all speeches to pass this course. Points will be deducted from your presentation if you are late, not ready when it is your turn to speak, and/or not an attentive and respectful audience member. The speech assignments are explained in the Course Resources/Major Assignments section of Blackboard. Additional information can be found within the Weekly folders for the corresponding chapters and information.

2. **Peer and Self-Evaluations** You will complete peer evaluations and self-evaluations. These evaluations will give you the opportunity to reflect on your own speeches and the speeches of your group members.
3. **Weekly Quizzes** You will take weekly quizzes based on chapter and supplemental readings, lecture videos, and any other supplemental material presented in each week.
4. **Learning Participation & Activities** You will complete learning activities designed to help you apply course material and prepare for your upcoming speeches.
5. **Vlog Entries and Vlog Group Comments** You will create 1–2-minute vlogs (Video Blogs) related to course and week material. These vlog entries will require you to summarize content, apply content to your personal life, reflect on your experiences in the course, practice skills taught in the course, and ask questions of your group members. Additionally, you will respond to the questions posed in the vlog entries of your group members.
6. **Career Research Interview** You will find a professional in a job you would like to have 5-10 years after finishing your education. You will interview the professional about that career. You may either audio record the interview or do a short, videoed presentation about what you learned in your interview.
7. **Group Project** You will be assigned a group and together you will use multimedia and create an infographic project OR a short video file project.
8. **Exams** There will be 3 major exams during the course.

Professor Expectations of the Student

- You are expected to log into the Blackboard course **at LEAST 3 times/week** to be aware of announcements/reminders and to pace your progress in the course.
- Higher education institutions recommend that students plan to spend 2-3 hours of outside study for every 1 hour of in- class time. For a flex 3 credit-hour semester class, that means a total time investment of 9-12 hours per week. This is a time investment! Make sure you have the time.
- Online and in-class course activities promote learning and the creation of a learning community, so they are encouraged and expected.
- Students are expected to maintain an environment conducive to learning, which includes “netiquette” (Internet etiquette). Ensure that your e-mail messages, discussion board postings, and other electronic communications are thoughtful. Be concise and clear. Diverse opinions are welcome in this course, and you are expected to demonstrate an open mind and courtesy when responding to the thoughts and ideas of others. If you disagree with someone, respond with respect.
- Keep all your assignments until the semester is over. Occasionally, something goes wrong, and you need to re-submit an assignment or a file can’t be opened.

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.

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, Reese Center (Building 8) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

Nondiscrimination Policy: 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 have given birth within six months, Under Title IX you have a right to reasonable accommodations to help continue your education. To [activate](#) accommodations you must submit a Title IX pregnancy accommodations request, along with specific medical documentation, to the Director of Health and Wellness. 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 Health and Wellness at 806-716-2529.

Campus Concealed Carry

South Plains College permits the lawful carry of concealed handguns in accordance with Texas state law, and Texas Senate Bill 11. Individuals possessing a valid License to Carry permit, or the formerly issued Concealed Handgun License, may carry a concealed handgun at all campus locations except for the following:
Natorium For a complete list of campus carry exclusions zones by event, please visit <http://www.southplainscollege.edu/campuscarry.php>

Covid-19 Policy Statement:

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

- Cough, shortness of breath, difficulty breathing
- Fever or chills
- Muscles or body aches
- Vomiting or diarrhea
- New loss of taste and smell

Please also notify DeEtte Edens, BSN, RN, Associate Director of Health & Wellness, at dedens@southplainscollege.edu or 806-716-2376.

SPC TexBook Syllabus Statement

TexBook Program: This course is in the SPC TexBook program, so you do not need to purchase a textbook or access code for this course.

What is TexBook? The required textbook/digital content for this course is available to you in Blackboard from the first day of class. The fee for the textbook/digital content is the lowest price available from the publisher and bookstore and is included in your tuition/fee payment.

How do I access my TexBook? Your course material is in your Blackboard course from the first day of class. Access to your course material is provided either by RedShelf or other links inside your Blackboard course. RedShelf (and many

publisher's) ebook features include the ability to hear the text read aloud, highlight, take notes, create flash cards, see word definitions, build study guides, print select pages, and download up to 20% of the book for offline access.

Help with TexBook issues and support: check with your professor and/or contact <https://solve.redshelf.com/hc/en-us/requests/new>

Opting out of TexBook: Participating in TexBook is not mandatory, and you can choose to opt-out. However; by opting-out you will lose access to the course [textbook/digital content] and competitive pricing, and you will need to purchase the required course material on your own. If you drop the class or opt-out before the opt-out deadline, the TexBook charge will be automatically refunded to your SPC account. The opt-out deadline for Fall and Spring is the twelfth class day. The opt-out deadline for shorter terms varies between the second and third class day.

*Please consult with your professor before deciding to opt-out.

If you still feel that you should purchase the course textbook/materials on your own, send an opt-out email to tfewell4texasbookcompany@gmail.com. Include your first name, last name, student ID number, and the course you are opting out of. Once you have been opted-out, you will receive a confirmation email. If you need assistance with the process, contact the SPC Bookstore:

Email: tfewell@texasbook.com / Phone: 806-716-2399 Levelland

Email: agamble@texasbook.com / Phone: 806-716-4610 Reese

Course and Technical Help

Please call or e-mail me if you have course-related questions. I am here to guide you through the course. I will try to respond to calls and e-mails within 24 hours during the week and 48 hours (about 2 days) on the weekend. If you do not hear from me within that time, please contact me again.

Be aware that the Instructional Technology office and Blackboard both recommend using a browser other than Internet Explorer when using Blackboard.

Please realize that this is not a computer class, so our content is business and professional communication, not Windows or Word processing. I can answer any questions about the course content or assignments, but I will be no help with technical problems.

Blackboard Support

For Blackboard support you make refer to the following resources:

1. When you log into Blackboard (BB), at the very top of the page, you will see a question mark icon with the word help next to it. Click on that icon.
2. You may also contact
Secretary to the Director of Instructional Technology
Ext. 2180
Direct: 806-716-2180
blackboard@southplainscollege.edu

SPCH 1321: Business and Professional Speech Fall 2021

Email: rgreene@southplainscollege.edu

Phone # 806.716.2445

Face to Face Office Hours: **Levelland CM 140**

M 1:30-3:00pm

W 10-11am, 1-3pm

F 11am-Noon by appointment

Lubbock Center 125K

T 12:15-3:00pm LC 125K

Th 12:15-3:00pm LC 125K

Week begins	Week #	Monday/Tuesday	Wednesday/Thursday	Online Work *All online assignments are due at 11:59pm*
30-Aug	Week 1	Informatives & Syllabus	The Communication Process Chapter 1	9/7 Story assignment due on 9/7 Syllabus Quiz due
7-Sep	Week 2	Communication Process/ Take a Deep Breath	Listening Listening TED Talk	See Week 2 Folder 9/14 Comm Process Quiz 9/14 Listening quiz
13-Sep	Week 3	Resume / Cover Letters assignment & discussion	Preparing for Career Interviews LinkedIn	See Week 3 Folder 9/21 Quiz 9/23 Resume & Cover Letter
20-Sep	Week 4	Interviewing Illegal Questions/	Career Research Interview/ Professional Communication	See week 4 folder 9/28 Quizzes
Test 1 opens 9/29 and closes 10/5 at midnight. Review quizzes from weeks 1-4 before you take the test.				
27-Sep	Week 5	Audience Analysis Informative Speech	Speech organization Verbal source citations	10/5 Quizzes due See Week 5 folder
4-Oct	Week 6	Bring rough drafts on main points to class -Inclusive language	Delivery	10/12 Quizzes due See Week 6 Folder 10/14 One main point
11-Oct	Week 7	Bring rough drafts to class	Speech practice day	Turn in rough drafts
18-Oct	Week 8	Informative Presentations Turn in your outline BEFORE you speak	Informative Presentations Turn in your outline BEFORE you speak	Informative Outline due before class on speech day Peer Feedback 10/26 Self Feedback due
25-Oct	Week 9	Persuasion Source Bias/Lab	Logos/Ethos/Pathos	See Week 9 folder
1-Nov	Week 10	Charismatic Leadership Tactics/Presentation Aids	Bring rough draft to class Persuasive Activity	See Week 10 folder 11/2 Quizzes due
Test 2 opens 11/10 and closes 11/16 at midnight. Review quizzes from weeks 5-10.				
8-Nov	Week 11	Persuasive Presentation Turn in your outline BEFORE you speak	Persuasive Presentation Turn in your outline BEFORE you speak	Persuasive Outline due on speech day Peer Feedback Self-Feedback due

Week begins	Week #	In-Class Content	Weekly Reading/Watching	Online Work *All online assignments are due at 11:59pm*
15-Nov	Week 12	Handling conflict/assessment	Cultural Communication Bullying/Sexual harassment	See Week 12 Folder
22-Nov	Week 13	Career Research Assignment Workday	Happy Thanksgiving!	See Week 13 Folder 11/23 Quizzes due
Career Research Interview Assignment Due on 11/30				
29-Nov	Week 14	Interpersonal Communication	Collaborating in Groups	See Week 14 Folder
6-Dec	Week 15	Group Project workday	Group project workday	12/7 Quiz due 12/10 Group projects due
Dec 13-16	Finals	Test 3 opens 12/8 and closes 12/15		

Important Notes

- Cell phones and other technology:** We will occasionally use cell phones in class. At all other times, please turn off or put your phone on “airplane” or “do not disturb” mode and keep it out of sight. Many studies have found cell phone use to be an obstacle to learning in class. Cell phone use is a distraction to all members of the class—especially yourself. They distract me too. In addition, cognitive and behavioral scientists have found that electronic devices can erode the ability to concentrate. The ability to focus is highly correlated with educational and occupational success. In addition, many college students report feeling addicted to their cell phones. I am. Let’s consider this class an oasis from our devices. Read the following article to understand one of the main reasons I use this policy. This article written by Eric Dolan [“Just having your cell phone in your possession can impair your learning, study suggests.”](#) from PsyPost.org is very information.
- If you have an emergency and you need to have your phone available, please let me know. If I see you on your phone, I will ask you once (if at all possible, privately) to please put your phone away. If your phone continues to be a problem, I reserve the right to count you absent that day. Being on your phone for much of class means you are in class in body only.
- Quizzes and tests are taken on Blackboard. Deadlines for quizzes and test are ALMOST ALWAYS Tuesday at 11:59pm.**
- If you wait until the last hour to take a TEST, do not expect me to be able to fix it for you or allow you to take the TEST after the deadline.**
- All written assignments must be turned in by **the beginning of class** on the day the assignment is due in order to be accepted as on time. If you do not hand in an assignment at the beginning of class, 10 percentage points will be deducted for each day (including weekends) it is late. So, it is best to email me the assignment as soon as it is complete.
- Students, check your SPC email often, or forward it to the email address you check regularly.
- Students have ONE WEEK after a grade or absence is posted to discuss the grade with me. After such date, the grade will not be changed.
- Students must come to class daily with a notebook or printed notes and a pen or pencil. If you are not prepared, you may be marked absent.
- Laptops used in class should be used for class purposes only. If you are using it for other purposes, I may ask you to put it away.
- No tobacco products allowed in this classroom.
- Students may only make up presentations for full points 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. In the event of a funeral, the funeral program or obituary is required. **If you miss doing your presentation for any other reason, 20 points will be deducted.**
- Dec 2** is the last day for a student to drop a course with a W or a professor to drop you with an X or XF.
- If you have something happen during the semester which makes you miss class for more than one day, please let me know a little about your situation as soon as possible. Don’t wait! Sending an email to let me know what is going on is much better than just waiting and showing up after being gone from class for a week.**

Warning: Missing a major assignment – cover letter and resume, speech, exam, etc – will result in lowering your course grade one letter grade. If you miss two major assignments, you may be dropped from this course!