

**Syllabus for Business and Professional Speech**

Fall 2023 - Monday / Wednesday 1p - 2:15p

Instructor: Andrew Vierling

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Office:

Communication Building Room 141

Office Hours:

Mon - Thu: 9:30 to 11:30am

Digital Office Hours by appointment

South Plains College  
Course Syllabus: SPCH1321  
Revised Fall 2023

Department: Communications

Discipline: Speech Communication  
Course Number: SPCH1321  
Course Title: Business & Professional Communication  
Available Formats: Conventional, Internet, Hybrid  
Campuses: Levelland, Plainview, Downtown 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.

**Textbook:** Communicating at Work, Adler, Maresh-Fuehrer, Elmhorst, and Lucas  
Ebook ISBN - 9781266134746  
Loose-leaf hard copy ISBN - 9781265053420

**Prerequisite:** None

Credit: 3 Lecture: 3 Lab: 0

**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:

**Upon successful completion of this course, students will:**

Demonstrate communication competence and critical thinking through an understanding of the foundational communication models.

Demonstrate essential public speaking skills in professional presentations.

Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership and performance appraisals.)

Apply essential dyadic and small group processes as they relate to the workplace.

Utilize various technologies as they relate to competent communication.

Demonstrate effective cross-cultural communication.

This course is part of the inclusive textbook program at SPC:

**Inclusive Access Syllabus Statement**

**Inclusive Access:**

**Textbook:** The textbook and resources for this course are available in digital form through the Inclusive Access textbook program at South Plains College. That means the e-book edition of the textbook and/or all required resources are provided in the Blackboard portion of the course from the first day of class. The fee for the e-book/resources is included in the student tuition/fee payment, so there is no textbook or access card to purchase for this course.

**E-book features:** Access to a cloud-based e-reader is provided by RedShelf via Blackboard. RedShelf e-book 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. Visit <https://solve.redshelf.com/hc/en-us/requests/new> for e-book issues and support.

**Upgrading to a physical textbook:** Students who prefer a printed textbook rather than an e-book may purchase a loose-leaf or hard copy of the text from the publisher.

**How to opt out of Inclusive Access:** As long as they meet the opt-out deadline, students may

choose not to participate in the Inclusive Access program if they have a textbook from another source. They should check the course syllabus to see if the instructor also requires course work to be done in an online platform (like Mindtap or Connect). If so, the student would be required to have access or purchase access to that platform in addition to acquiring the e-book. To opt out of the Inclusive Access e-book/resources, students will need to locate the RedShelf tool in their Blackboard course and follow the instructions given there. Students who need assistance to opt out should contact their instructor or the SPC Bookstore. The Inclusive Access fee will be refunded after the official census date to students who opt out.

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### **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, digital or physical
2. Computer, capable of accessing Blackboard
3. Speech visual aids
4. Audio Recording Device for IGI
5. Composition Notebook

**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.

In order to get credit for your Interactive Notebook test grade, you will be required to have a **written** notebook to submit at the end of the term for me to review. You are expected to keep it organized, or be able to show me the location of all vocabulary lists and definitions for each chapter found in the book.

### **Technical Requirements**

- Desktop or laptop computer
- High speed internet access
- SPC E-mail
- Word Processing / slideshow 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 in class and from blackboard
3. To deliver speeches and written materials in a language understood by the instructor.
4. To participate in class 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.  
Your professor will drop you from the course if you miss more than two weeks' worth of class.
10. To keep electronic use during class at a minimum. If you have to be told to put your device away more than once in a class period you will not receive credit for daily work completed in class that day.

### **Grade Distribution**

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

- Introductory Outline
- Informative Presentation
- Persuasive Presentation
- Group Presentation

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

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

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

- In-class activities

Peer-evaluations  
Self-evaluations  
Speech rough drafts  
Attendance

### **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.

If for any reason you miss a speech you can make up 1 speech as determined by your instructor for a 20 point deduction.

### **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.

**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.

**Diversity, Disabilities, Non-Discrimination, Title IX Pregnancy Accommodations, Concealed Carry, and CARE statements:**

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

**Course Schedule:** Very Tentative, Subject to changes during semester. I will issue a new schedule as necessary to accommodate said changes. Please note that daily activities are not listed. This is deliberate; I will assign daily tasks during class. This means missing class will almost certainly result in missing grades.

<u>Week #</u>	<u>Dates</u>	<u>Content Covered</u>	<u>Assignments Due</u>
<u>Week 1</u>	Aug 28 Aug 30	Intro to course / Outlining Chapter 1	Intro Speech Assigned PRCA (if time allows)
<u>Week 2</u>	Sep 4 Sep 6	Chapter 2/IGI Assigned	Introductory Speech Delivery
<u>Week 3</u>	Sep 11 Sep 13	Chapter 10/ Informative Assigned Chapter 11	
<u>Week 4</u>	Sep 18 * Sep 20	Informative Workshop Chapter 3	
<u>Week 5</u>	Sep 25 Sep 27		Informative Speech Delivery Informative Speech Delivery
<u>Week 6</u>	Oct 2 Oct 4	Chapter 4	Test Review Exam 1
<u>Week 7</u>	Oct 9* Oct 11	Resume / Cover Letter Assigned Chapter 6	Resume workshop
<u>Week 8</u>	Oct 16 Oct 18	Chapter 5	R+CL due Mock Interviews
<u>Week 9</u>	Oct 23 Oct 25	Chapter 7 / Group Spch Assn Chapter 8	Mock Interview Evals due
<u>Week 10</u>	Oct 30 Nov 1	Chapter 9 / Persuasive Spch Assn NO CLASS- All Saints Day	NO CLASS - All Saints Day
<u>Week 11</u>	Nov 6 Nov 8	Chapter 12	Exam 2 Review Exam 2
<u>Week 12</u>	Nov 13* Nov 15*	Persuasive Workshop Persuasive Workshop	Persuasive Outline Due Persuasive Visual Aid Due
<u>Week 13</u>	Nov 20 Nov 22	Out of Class - Work on IGI NO CLASS - Thanksgiving	Out of Class - Work on IGI NO CLASS - Thanksgiving
<u>Week 14</u>	Nov 27 Nov 29		Persuasive Delivery Persuasive Delivery / IGI due
<u>Week 15</u>	Dec 4 Dec 6	Group Project Workshop Review for Final	Group Project Due Group Project Viewing
<u>Finals:</u>	Dec 11 - 14	Finals Week	

**Important Dates:**

Nov 1: All Saints Day, No Class; Nov 22 - 24 - Thanksgiving, No class; Sep 4: Labor Day, No Class  
Dates marked with an \* = Bring your computer!