

**Syllabus for Business and Professional Speech**

Fall 2024

Tuesday / Thursday 2:30 p.m. - 3:45 p.m.

Instructor: Andrew Vierling

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Office:

Levelland Campus - Communications Building Room 141 OR

Online Meeting Space

Office Hours:

Mon - Thu: 9:15 a.m. to 11:15 a.m.

Friday: 10 a.m. - 11 a.m.

South Plains College  
Course Syllabus: SPCH1321  
Revised Fall 2024

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.

**Prerequisite:** None

Credit: 3 Lecture: 3 Lab: 0

This course partially satisfies a Core Curriculum Requirement:

Communication (010)

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.

**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.

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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. Vocabulary must be hand-written.

### **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 be asked to leave, and will be given a zero for any activities completed in class. You will still be responsible for work assigned or due 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 supplementary materials (topic proposals, et cetera)
- 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.

**Intellectual Exchange, Disabilities, Nondiscrimination, Title 9 Pregnancy, CARE, Concealed Carry, Covid, Artificial Intelligence 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 27 Aug 29	Intro to course / Outlining Chapter 1	Intro Speech Assigned / PRCA Introductory Speech Delivery
<u>Week 2</u>	Sep 3 Sep 5	Chapter 2 Chapter 3 / IGI Assigned	
<u>Week 3</u>	Sep 10 Sep 12	Chapter 10 + 5 Informative Workshop - outline	Informative Assigned/Topic Proposals
<u>Week 4</u>	Sep 17 Sep 19	Informative Workshop - visual aid	Informative Speech Delivery
<u>Week 5</u>	Sep 24 Sep 26	Chapter 7	Informative Speech Delivery Test Review
<u>Week 6</u>	Oct 1 Oct 3	Resume / Cover Letter Assigned	Exam 1 Resume workshop
<u>Week 7</u>	Oct 8 Oct 10	Chapter 4 Chapter 6	R+CL due
<u>Week 8</u>	Oct 15 Oct 17	Free Speech Activity	Mock Interviews In - Class Activity
<u>Week 9</u>	Oct 22 Oct 24	Chapter 8 / Group Speech Assn Chapter 9	
<u>Week 10</u>	Oct 29 Oct 31	Chapter 11 / Persuasive Spch Assn Chapter 12	Topic Proposals Due Next Class
<u>Week 11</u>	Nov 5 Nov 7	Review for Exam 2	Exam 2
<u>Week 12</u>	Nov 12 Nov 14	Persuasive Workshop Persuasive Workshop	Persuasive Outline Due Persuasive Visual Aid Due
<u>Week 13</u>	Nov 19 Nov 21		Persuasive Delivery - Day 1 Persuasive Delivery - Day 2
<u>Week 14</u>	Nov 26 Nov 28	THANKSGIVING THANKSGIVING	BREAK BREAK
<u>Week 15</u>	Dec 3 Dec 5	Group Project Workshop	Persuasive Delivery - Day 3 / IGI due Group Project Due
<u>Finals:</u>	Dec 9 - 12	Finals Week	Group Project Viewing and finals!

**Important Dates -** September 2 - Labor day, October 18 - Fall Break, Nov 27 - 29 Thanksgiving  
Important Dates: Nov 25: Thanksgiving!