

South Plains College
Common Course Syllabus: Online SPCH1321
Summer I 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 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 satisfies part of 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 **Office Phone:** 806.716.2445

Online Zoom office hours available by request

Required Course Textbook I found a great free textbook: hooray! Introduction to Business and Professional Communication by Susan Selk <https://oertx.highered.texas.gov/courseware/lesson/444/student/4152> License: Creative Commons Attribution Creative Commons Attribution

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 Module Assignments every weekday.

Communication Plan

- Expect an email reply within 24 hours on weekdays, and within about 48 hours (about 2 days) on weekends or holidays. I typically check my email several times on weekdays, but not on weekends (Saturday, Sunday). If you do not hear back from me, please contact me again.
- Please use the SPC email found at the top of the syllabus for sending e-mail messages to me. I do not use the messages application in Blackboard.
- I will be posting course related announcements in Blackboard.
- 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.

Technical Requirements

- Desktop or laptop computer
- High-speed internet access This is ESSENTIAL. If we cannot hear or see you during your speech, I must take points off for that. I cannot give points for something I cannot see or hear.
- SPC E-mail (you MUST check it, or forward it to the account you do check)
- Microsoft Office (Mac users, convert your files to .pdf or .docx documents before submitting)
- Adobe Reader (download from Adobe.com)
- Audio and video capabilities (for watching and listening to course content)
- Web camera and microphone (for video conferencing and recording vlogs)
- Blackboard system requirements
- [Zoom system requirements](#)

Recommended Course Materials

- A USB headset with microphone or headphones (for video conferencing)
- Digital video recording equipment capable of recording up to 5 minutes of video footage

Student Self Care & Mental Health

According to everydayhealth.com in an article called “What is Self-Care and Why Is it Important for your Health?” by Moira Lawler, “Self-care is anything you do to take care of yourself so you can stay physically, mentally, and emotionally well. Its benefits are better physical, mental, and emotional health and well-being. Research suggests self-care promotes positive health outcomes, such as fostering resilience, living longer, and becoming better equipped to manage stress.

Common examples of self-care include: maintaining a regular sleeping routine, eating healthy, spending time in nature, doing a hobby you enjoy, and expressing gratitude. Self-care can look different for everyone, but to count as self-care, the behavior should promote health and happiness for you.” Ha! I am just remembering how hard it was to do most of these things in college, and that was before I was a parent and caretaker.

I care about your mental and physical health. I realize that the vast majority of students have many responsibilities and we each have different loads that we carry. I want you all to succeed. We all have problems. If there is anything I can do to help you, please let me know! Really.

SPC does have mental health information and services. This is a link to where you can find the resources online. <https://www.southplainscollege.edu/health/studenthealth.php> This information comes from the website:

Licensed professional counseling is available free of charge to students. Counseling services in-person are available on the Levelland Campus and Lubbock Downtown Center. Virtual appointments are available for all campuses.

Office Hours: Monday – Friday 8:00am-4:00pm

For more information, please call 806-716-2529 or email rcaon@southplainscollege.edu

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.

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 will 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. Using AI to complete an assignment with no individual creation.

9. AI can be a great way to brainstorm for or improve an assignment. It should not be used to replace your brain. AI content is often wrong.
10. Remember, AI is a tool to support your learning, but it cannot replace the critical thinking, creativity, and independent work that are integral to your academic growth.
11. When you use AI for your work, you need to cite it.
12. See the campus AI policy. <http://catalog.southplainscollege.edu/content.php?catoid=59&navoid=2027>

Course Organization

This course is organized into modules. You can access the Module Folders by clicking on the Course Content link on the Course Menu in Blackboard. Module 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 module. Additionally, there will be various assessments included in each module, 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 module 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 all assignments through their designated submission link in Blackboard. On the first submission, you may have some questions. I have a video 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.docx**
Example: Greene_Rebecca_PeerFeedback.docx

All text document files should be submitted as .docx or .pdf files. I will ask you **once** to convert a .pages or other file to a .pdf file, and after that incorrect file types will receive a 0.

Course Grades

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%

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 module folders. 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.
 - If you miss your video conference, it is ideal if you let me know in advance. You **MUST** email me and ask when you may make up your speech. You must present it live. **DO NOT record your speech and send me a link. It will not be graded.**
 - You may make up ONE presentation for full points in the event of sickness or another emergency and must provide proof. In the case of sickness, a doctor's note is required to make up a speech. You must make up the presentation LIVE. No pre-recorded presentations will be accepted. If you miss doing your presentation for any other reason, 20 points will be deducted.
 - You must be an attentive audience member for presentations given during your scheduled group time, and you must complete a live speech to your group to pass this class. 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 Assignments section of Blackboard. Additional information can be found within the Module folders for the corresponding chapters.
- 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. Module Quizzes** You will take module quizzes based on chapter and supplemental readings, lecture videos, and any other supplemental material presented in each module.
- 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-minute vlogs (Video Blogs) related to course and module 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.

Attendance & Late Work

Video Conferences

Video Conferences in which you will deliver synchronous speeches are mandatory. Because our meeting times are scheduled, **ONLY in case of an emergency will you be allowed to make-up ONE speech. You MUST contact me via email or office phone BEFORE the video conference starts to let me know you will not be able to attend.** You must provide documentation of the emergency. If you miss more than 1 video conference, you will be dropped from this class. Lack of preparation does not count as an emergency. The instructor determines the date/time of the makeup and it will result in a deduction of points of 20 pts. You must present it live. **DO NOT record your speech and send me a link. It will not be graded.**

Late Work Policy

Module quizzes, learning activities, discussions, vlogs/comments, speech uploads, and peer and self-evaluations are due by 11:59pm Central Standard Time on the due date listed on the Course Schedule. Late work will typically 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.

Withdrawal Policy

The last day to withdraw/drop with a grade of "W" is August 2. It is the student's responsibility to withdraw from this course. Otherwise, students will be assigned their earned letter grade at the end of the course. Course averages will be updated frequently, and students can seek guidance from Professor Greene throughout the term to help decide whether they need to drop the class or not. For more information regarding drops/withdrawals, please visit <https://www.southplainscollege.edu/admission-aid/apply/schedulechanges.php>.

Computer Crash

Not having a working computer or a crashed computer during the semester will not be considered as an acceptable reason for not completing course activities at a scheduled time. **Tip:** Identify a second computer before the semester begins, that you can use when/if your personal computer crashes.

Server Problems

When the Blackboard server needs downtime for maintenance, the Blackboard administrator will post an announcement in your course informing the time and date. If the server experiences unforeseen problems your course instructor will send an email and make adjustments as necessary.

Lost/Corrupt/Disappeared Files

You must keep/save a copy of every project/assignment on an external disk or personal computer. In the event of any kind of failure (e.g., Blackboard server crash or virus infection, students own computer crashes, loss of files in cyberspace, etc.) or any contradictions/problems, I may/will request you to resubmit the files. In other words, if you submit a document to me, and I do not receive it (lost in cyberspace) or it is corrupted when I open it, you need to resend it to me, corrected, with little or no "downtime" regarding the timeline for submission.

Professor Expectations of the Student

- You are expected to log into the Blackboard course **every weekday** to be aware of announcements/reminders and to pace your progress in the course.
- Higher institutions recommend that students plan to spend 2-3 hours of outside study for every 1 hour of in-class time. For an online 3 credit-hour summer class, that means a total time investment of 15-18 hours per week. This is a time investment! Make sure you have the time.
- Online course activities promote learning and the creation of a learning community, so they are encouraged and expected.
- You will video conference from ONE location per conference. You will NOT video conference in a moving car, especially IF YOU ARE DRIVING. It is dangerous, it is unprofessional, and the connection will often have issues. I

may disconnect you from the video conference if you connect in a moving car. You will be counted absent from the Video Conference if you connect from a moving vehicle that you are driving.

- Students are expected to maintain an online 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.
 - I encourage you to read written responses to yourself aloud before you post them. I often catch my own awkward phrasing and other mistakes when I read my written words aloud BEFORE I hit send/submit.
 - To my knowledge I have not had this happen yet, but if you are cyberbullied by anyone in our class, please let me know immediately! It is my responsibility to make sure you feel safe and respected by me and your classmates. I take that responsibility seriously.

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

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.

Disabilities 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 or 806-296-9611.

Nondiscrimination 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 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 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 dburleson@southplainscollege.edu for assistance.

Campus Concealed Carry

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations and Frequently Asked Questions, please refer to the Campus Carry page at: <http://www.southplainscollege.edu/campuscarry.php>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.

Covid-19 Policy Statement

If you are experiencing any of the following symptoms, please do not attend class and either seek medical attention or test 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. 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.

A student is clear to return to class without further assessment from DeEtte Edens, BSN, RN if they have completed the 5-day isolation period, symptoms have improved, and they are without fever for 24 hours without the use of fever-reducing medication.

Students must communicate with DeEtte Edens, BSN, RN prior to their return date if still symptomatic at the end of the 5-day isolation.