

SPCH 1321 Business and Professional Speech Communication Dual Credit Course

Course Syllabus

Communication Department

Division of Arts and Sciences

South Plains College and Kingdom Preparatory Academy

Delia Joy O'Steen, M.A.

SPCH 1321-BUSINESS AND PROFESSIONAL COMMUNICATION

Department: Communications

Discipline: Speech Communication

Course Number: SPCH1321.

Course Title: Business and Professional Communication

Available Formats: Conventional, internet, hybrid

Campuses: Levelland, Reese, Plainview, Lubbock Center, Dual-Credit

Prerequisite: None

Credit: 3 **Lecture:** 3 **Lab:** 0

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

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.

Core Curriculum Objectives addressed:

Communication 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/Competencies:

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 they relate 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

1. Read the information assigned; you will be quizzed on this material, in addition to class lecture/discussion materials on scheduled quizzes.
2. Take thorough notes and study all lecture material, informational handouts, and assigned readings.
3. Actively participate in group discussions and activities.
4. Show maturity and professionalism in preparation of assignments and in online meetings.
5. Be courteous to fellow classmates/speakers by not being a distraction.
6. Meet with the instructor during office hours whenever assistance is needed regarding class assignments.
7. 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. Initiate withdrawal from the course if absences become excessive.

Required Textbook

Your textbook for this course is provided for you for no additional cost at this link:
<https://depaul.pressbooks.pub/businessprofessionalcomm/>

Grading

You can access your grades in the Blackboard gradebook. 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 assessment methods.

Your final grades will be determined as follows:

To earn an A you will need at least 900 points

To earn a B you will need at least 800 points

To earn a C, you will need at least 700 points

To earn a D, you will need at least 600 points

If you have 599 points or less, you will earn an F in the class

Grade Distribution

500 Major Assignments

In-class Informative Speech 100

In-class Persuasive Speech 100

In-class Group Presentation 100

Information Gathering Interview 100 (Career Research Interview)
Resume and Cover Letter 100

20% Exams

Midterm Exam 100
Final Exam 100

30% Activities

In-class Activities 250
Pop Quizzes over readings 50

Course Work

1. Speeches

a. You will deliver two in-class speeches. More information about speech purposes and instructions will be included in the course. Below you will find basic information about each speech.

i. The Informative Speech is 3-4 minutes.

ii. The Persuasive Speech is 4-5 minutes. Additionally, this speech will require you to use researched information and sources in your speech and to use a PowerPoint Presentation.

2. Peer and Self-Evaluations

You will complete self-evaluations and a peer evaluation. These evaluations will give you the opportunity to reflect on your own speeches and the speeches of your group members.

3. Pop Quizzes

You will take quizzes based on chapter readings, videos, and any other supplemental material presented in each class.

4. Learning Activities

You will complete learning activities designed to help you apply course material and prepare for your upcoming speeches and quizzes.

5. Group Project

You will be assigned a group and together you will use multimedia and create a video file project and presentation.

6. Resume and Cover Letter

More information

South Plains College Guidelines can be found here:

<https://southplainscollege/syllabustatements/>