

Syllabus for Business and Professional Speech

Fall, 2026

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Office:

Levelland Campus - Communications Building Room 141 OR

Online Meeting Space

Office Hours:

TBA

South Plains College
Course Syllabus: SPCH1321
Revised Fall 2026

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: 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.

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
2. Computer, capable of accessing Blackboard
3. Audio / video equipment for speeches
4. Speech visual aids
5. Audio Recording Device for IGI

Course Purpose: The purpose of this course is to facilitate growth within the individual of those skills necessary to be an effective communicator. The course ensures said growth through instruction in the theories and principles comprising effective communication, as well as the application of those theories to the creation and delivery of speeches.

Technical Requirements

- Desktop or laptop computer
- High speed internet access
- SPC E-mail
- Word Processing software
- Audio and video capabilities (for watching and listening to course content)
- Web camera and microphone (for video conferencing and recording)
- A USB headset with microphone or headphones (for video conferencing)
- All software needs to be updated on computer or laptop

Technical Skill Requirements

Be comfortable with the following

- Word Processing
- Using email for communication, attaching documents
- Internet search engines and browsers
- Recording and uploading video files. Not having a way to record speeches or vlogs will not be tolerated as an excuse for failure to submit assignments.
- The ability to download video files, or to stream files.

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 on blackboard
3. To deliver speeches and written materials in a language understood by the instructor, this includes any potential synchronous meetings.
4. To participate in forum 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.

Grade Distribution**Major presentations (30%):**

Introductory Speech
Informative Presentation
Persuasive Presentation
Oratory Assignment

Test Grades (40%):

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

Daily Grades (30%):

Quizzes from Blackboard
Peer-evaluations
Self-evaluations if assigned
Speech supplementary materials (topic proposals, et cetera)

Late Work Policy

Module quizzes, learning activities, vlogs/comments, speech uploads, and peer and self-evaluations are due the date mentioned in the syllabus, via announcement, or on blackboard. Generally, work in an online section is due on the Friday night of the week it was assigned. Late work will not be accepted. Exceptions are only made if written proof is provided, and only in the cases of emergency situations, illness, or death. Documentation is subject to review by the professor, and may be accepted or rejected; it must be official and verifiable. 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.

Late Speeches

If you are given permission to submit a speech late, then you will be required to submit said speech within 7 days of the due date. Otherwise, you will receive a zero.

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.\

Attendance in Online Education

Missing an email from your professor is a big deal. Therefore, consider it your attendance obligation to check your SPC email daily; I will accept email from non-SPC email addresses, but I cannot send announcements to any email other than your SPC email from the blackboard online system.

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.

Intellectual Exchange, Disabilities, Nondiscrimination, Title 9 Pregnancy, CARE, Concealed Carry, Covid, Artificial Intelligence statements

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

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.

Course Schedule: Tentative, subject to change as needed. Please note that daily activities will be found via blackboard. Nearly all assignments are due on a Friday evening by midnight. There are some exceptions, which are thoroughly explained in your blackboard announcements. Check your email for those instructions. If you are unable to complete an assignment by that time then I suggest you contact me early.

<u>Week #</u>	<u>Dates</u>	<u>Content Covered</u>	<u>Assignments Due</u>
<u>Week 1</u>	Aug 24 - 28	Intro to Course	Introductory Email
<u>Week 2</u>	Aug 31 - Sep 4	IGI Assigned	IGI Goals Assignment
<u>Week 3</u>	Sep 7 - 11	Read Chapter 1 + 2 Intro Speech Assigned	Ch 1 + 2 quiz
<u>Week 4</u>	Sep 14 - 18	Read Chapter 3 + 10	Ch 3 + 10 quiz Intro Speeches Due
<u>Week 5</u>	Sep 21 - 25	Read Chapter 5 Informative Assigned	Ch 5 quiz Informative Topic Proposal
<u>Week 6</u>	Sep 28 - Oct 2	Read Chapter 7 Group Project Assigned	Chapter 7 quiz
<u>Week 7</u>	Oct 5 - 9	Resume/Cover Letter Assigned	Exam 1 Informative Speeches Due!
<u>Week 8</u>	Oct 12 - 16	Read Chapter 4 + 6 Persuasive Speech Assigned	Ch 4 + 6 quiz Resume/Cover Letter/Mock Interview due
<u>Week 9</u>	Oct 19 - 23	Read Chapters 8 + 9	Ch 8 + 9 quiz
<u>Week 10</u>	Oct 26 - 30	Read Chapters 11 + 12	Ch. 11 + 12 quiz
<u>Week 11</u>	Nov 2 - 6		Exam 2
<u>Week 12</u>	Nov 9 - 13	Work on Group Projects / IGI	Persuasive Speech Due
<u>Week 13</u>	Nov 16 - 20		IGI Due!
<u>Week 14</u>	Nov 23 - 27	THANKSGIVING	BREAK!
<u>Week 15</u>	Nov 30 - Dec 4	Group Project Due	Group Projects!
<u>Finals:</u>	Dec 8 - 11	Finals due Wed by Noon	Finals due: Wednesday (Dec 9th)
Important Dates -		Nov 24 - 28 Thanksgiving	