

South Plains College
Common Course Syllabus: Online SPCH1321
Spring 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 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 constructing and delivering several types of speaking situations and applying interpersonal skills 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

- **Communication skills**—to include effective written, oral, and visual communication
- **Critical thinking skills**—to include creative thinking, innovation, inquiry, 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: Stephanie Stanley-Allen **Email:** sstanleyallen@southplainscollege.edu

*If you would like to meet virtually, send me an email, and we can set up a Zoom meeting with a cell phone or laptop.

Required Course Textbook: *Business Communication-Strategies for Success*

Available online: <https://sites.google.com/austincc.edu/buscommoer/home?authuser=0>

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, discussions and tests
6. Check Blackboard Announcements and Week Assignments on THE GOOGLE DOC every weekday.

Communication Plan

- I typically check my email several times on weekdays, but not on weekends (Friday night, Saturday, Sunday). If you do not hear back from me, please contact me again.
- Please use the SPC email found on page 1 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 under “Announcements” & “Tasks”.
- 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.
- Please text me if you need anything! We can arrange a call/Zoom. (806) 370-0673

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 regularly, 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

- Computer with video and audio capabilities. If your audio isn't clear:
 - A USB headset with a microphone or headphones (for video conferencing)
- Digital video recording equipment capable of recording up to 10 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 sleep routine, eating healthy, spending time in nature, pursuing 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. Here is the link to 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. In-person counseling services are available on the Levelland Campus and at the Lubbock Downtown Center. Virtual appointments are available for all campuses.

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

For more information, please call 806-716-2529 or email rcanon@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 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 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 the preparation of assignments and classroom behavior.
5. To show courtesy to 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 between the student and the instructor. Neither the instructor nor the student should be subjected to others' rude, disruptive, intimidating, aggressive, or demeaning behavior. 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 complete 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, textbooks, text messaging, the internet, or apps) during an examination: **I expect you to use notes and the textbook for quizzes.**
4. Entering an office or building to obtain an 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.
9. Using AI to complete an assignment with no individual creation.
10. 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.
11. 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.
12. When you use AI for your work, you need to cite it.

See the campus AI policy. <http://catalog.southplainscollege.edu/content.php?catoid=59&navoid=2027>

Course Organization

Chapters are available in this document & Chapter Discussions are posted on Blackboard.

All other assignments will be posted under announcements on Blackboard & on THE GOOGLE DOC..

Check your email often!

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 or concerns about a specific grade you earned, you will need to email me or visit me during virtual or face-to-face office hours to discuss it. 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 I provided.

Assignment Submissions

You will submit all assignments through their designated submission link explained in Blackboard. On the first submission, you may have some questions. PLEASE LET ME KNOW IF YOU HAVE QUESTIONS. I usually allow unlimited submission attempts, so if it doesn't work the first time, you can try again. If you repeatedly submit your assignment to the wrong place or 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, and after that, any incorrect file types will receive a 0.

Course Meetings

In the first Zoom meeting, you will present your Informative Speech.

In our second Zoom meeting, you will present your Persuasive Speech.

In the third Zoom meeting, you will present your Group Speech.

Course Grades

50% **Major Assignments**

Informative Speech - 10%

Persuasive Speech - 10%

Group Project - 10%

Information Gathering Interview - 10%

Resume and Cover Letter - 10%

25% **Chapter Discussions**

12 Chapter Discussions - 20%

Final - 5%

25% **Activities**

10 Activities - 25%

Introductory Speech, Intro Speech Peer Eval. Activity, Speech Observation Activity, Interview Google Form, Resume Activity, Interview Activity, Small Group Activity, Communication Styles Survey

BONUS GRADE! Watch a speaker in public sometime this semester before May 5th and submit the speaker evaluation form:<https://forms.gle/ZCgyzbHtTN4f8KR28>. This will serve as a BONUS (9th Grade) for activities or as a replacement for an activity grade during the semester.

Late Submission Policy:

Late submissions in any of the categories listed above will result in a deduction of 10 points per assignment, regardless of the reason, unless prior arrangements have been made with the instructor.

Course Work

1. **Presentations:** You will deliver three major speeches in the course. More information about speech purposes and topics, instructions, and assessment methods will be included in the project folder. Below you will find basic information about each speech.
2. **Peer and Self-Evaluations:** You will complete peer evaluations and self-evaluations. These evaluations will allow you to reflect on your own speeches and those of your group members.

3. **Chapter Tests:** You will take chapter exams based on chapter and supplemental readings, lecture videos, and any other supplemental material presented in each week.
4. **Learning Participation & Activity:** You will complete learning activities designed to help you apply course material and prepare for your upcoming speeches.
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 give a short video presentation on what you learned in your interview.
7. **Group Project:** You will be assigned a group, and together you will present a persuasive presentation.
8. **Final:** There will be 1 final exam at the end of the semester.

Video Conferences

Video Conferences in which you will deliver synchronous speeches are mandatory. Because our meeting times are scheduled, **you will be allowed to make up ONE speech ONLY in case of an emergency. 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 20 pt deduction. You must present it live. **DO NOT record your speech and send me a link. It will not be graded.**

Late Work Policy

Week quizzes, learning activities, discussions, vlogs/comments, speech uploads, and peer and self-evaluations are due by 11:59 pm Central Standard Time on the listed due date in the Course Schedule. If something comes up and you need an extension, please email me. I will typically allow a few extensions. If something major happens that may affect you for longer than a week during the semester, please let me know.

Withdrawal Policy

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 Allen throughout the term to help decide whether to drop the class. 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 an acceptable reason for failing to complete course activities at the scheduled time for an extended period. If you have a one-time issue, I will usually work with you. **Tip:** Identify a second computer before the semester begins, that you can use when/if your 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 any necessary adjustments.

Lost/Corrupt/Disappeared Files

You must keep a copy of every project/assignment on an external disk or a personal computer. In the event of any failure (e.g., a Blackboard server crash or a virus infection, a student's own computer crash, a loss of files in cyberspace, etc.) or any contradictions/problems, I may/will request that you 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.
- You are expected to check your email frequently. I will send email reminders for assignment details.
- 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 6-9 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 from 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 others' thoughts and ideas. 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 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 of no help with technical problems.

Blackboard Support

For Blackboard support, you may 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

South Plains College policies concerning Disabilities, Non-discrimination, Title IX Pregnancy and Parenting Accommodations, CARE (Campus Assessment, Response, and Evaluation), Intellectual Exchange, Campus Concealed Carry, COVID-19, and AI (Artificial Intelligence) can be found here:
<https://www.southplainscollege.edu/syllabusstatements/>

Textbook Available online: Business Communication-Strategies for Success

<https://sites.google.com/austincc.edu/buscommoer/home?authuser=0>

CHAPTER 1: COMMUNICATING FOR CAREER SUCCESS:

<https://sites.google.com/austincc.edu/buscommoer/chapter-1?authuser=0#h.paufwht6oebx>

CHAPTER 2: ORGANIZATIONAL LEADERSHIP:

<https://sites.google.com/austincc.edu/buscommoer/chapter-2?authuser=0#h.mx20dw2ik3m>

CHAPTER 3: VERBAL & NONVERBAL MESSAGES:

<https://sites.google.com/austincc.edu/buscommoer/chapter-3?authuser=0#h.x3m5ybypwtzy>

CHAPTER 4: INTERPERSONAL SKILLS IN A GLOBAL WORKPLACE:

<https://sites.google.com/austincc.edu/buscommoer/chapter-4?authuser=0#h.2my0ltcm6bja>

CHAPTER 5: MANAGING YOUR CAREER:

<https://sites.google.com/austincc.edu/buscommoer/chapter-5?authuser=0#h.tj2hczmd0nsh>

CHAPTER 6: INTERVIEWING SKILLS:

<https://sites.google.com/austincc.edu/buscommoer/chapter-6?authuser=0#h.v1lwnj7hh7xd>

CHAPTER 7: GROUP DYNAMICS & CONFLICT:

<https://sites.google.com/austincc.edu/buscommoer/chapter-7?authuser=0#h.8uxd8wvdrkr>

CHAPTER 8: EFFECTIVE MEETINGS:

<https://sites.google.com/austincc.edu/buscommoer/chapter-8?authuser=0#h.elxdb5ha9nh8>

CHAPTER 9: TYPES OF PRESENTATIONS:

<https://sites.google.com/austincc.edu/buscommoer/chapter-9?authuser=0#h.joig2gy5z7vx>

CHAPTER 10: PLANNING & ORGANIZING:

<https://sites.google.com/austincc.edu/buscommoer/chapter-10?authuser=0#h.4bka6b60b64p>

CHAPTER 11: SUPPORTING YOUR MESSAGE:

<https://sites.google.com/austincc.edu/buscommoer/chapter-11?authuser=0#h.ep9nn4bccau6>

CHAPTER 12: DELIVERING PROFESSIONAL PRESENTATIONS:

<https://sites.google.com/austincc.edu/buscommoer/chapter-12?authuser=0#h.xfts13seccj7>

Schedule for Business & Professional Communication * Stephanie Stanley-Allen, MA

<u>Week</u>	<u>Read</u>	<u>Do</u> (By Sunday at 10 PM)	<u>Meet / Turn In</u>
Week 1: January 12-18	Syllabus & Schedule		GOALS / INFO 1/18 by 10:00 PM
Week 2: January 19-25	<u>Chapter 1</u>	Chapter 1 Discussion (1/25)	PRCA 1/25, 10:00 PM
Week 3: January 26-Feb. 1	<u>Chapter 9</u>	Chapter 9 Discussion (2/1)	Intro Speech Assignment Video Schedule Zooms, if needed
Week 4: February 2-8	<u>Chapters 10 & 11</u>	Chapters 10 & 11 Discussions (2/8)	Submit Intro Speech by 2/8, 10:00 PM
Week 5: February 9-15	<u>Chapter 12</u>	Chapter 12 Discussion (2/15)	Intro Speech Peer Eval. by 2/15, 10:00 PM
Week 6: February 16-22	<u>Chapters 5 & 6</u>	Chapters 5 & 6 Discussions (2/22)	Speech Observation Activity by 2/22, 10:00 PM
Week 7: February 23-March 1	Resume/Cover Letter/Interview Packet	Interview Google Form 3/1 by 10:00 PM	
Week 8: March 2-8	Resume Article	Resume Activity, 3/8 by 10:00 PM	LIVE Zoom Meeting Informative Speech Week of 3/2-3/8
Week 9: March 9-15	<u>Chapter 3</u>	Chapter 3 Discussion (3/15)	Resume/Cover Letter Assignment 3/15, 10:00 PM
Week 10: March 23-29	Interview Article	Interview Activity, 3/29 by 10:00 PM	Interview Assignment 3/29, 10:00 PM
Week 11: March 30-April 5	<u>Chapter 4</u>	Chapter 4 Discussion (4/6)	Communication Styles Survey 4/6, 10:00 PM
Week 12: April 6-12	<u>Chapter 7</u>	Chapter 7 Discussion (4/12)	LIVE Zoom Meeting Persuasive Speech Week of 4/6-4/12
Week 13: April 13-19	<u>Chapter 8</u>	Chapter 8 Discussion (4/19)	Small Group Activity 4/19, 10:00 PM
Week 14: April 20-26	<u>Chapter 2</u>	Chapter 2 Discussion (4/26)	LIVE Zoom Meeting Group Presentations
Week 15: April 27-May 4	Job Skills	Final Exam (5/4)	LIVE Zoom Meeting Group Presentations