

South Plains College
Common Course Syllabus: SPCH1321
Revised Spring 2022

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 partially satisfies 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 **Phone:** 806.716.2445

Face to Face Office Hours: Levelland CM 140

M 1:30-3:00pm
W 10-11am, 1-3pm
F 11am-Noon by appointment

Lubbock Center 125K

T 12:15-3:00pm LC 125K
Th 12:15-3:00pm LC 125K

Required Course Textbook From Entry Level to Executive: All Communication Counts by Janine Fox and Kelley Finley through inclusive access included as part of your tuition. See SPC Textbook statement at the end of the syllabus.

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 10 minutes of video footage

Course Outcomes

Upon completion of this course, the student should be able to demonstrate proficiency in the following areas:

1. **Communication Process:** Understand and apply the communication process.
2. **Communication Systems and Cultures:** Develop an awareness and understanding of communication systems and cultures.
3. **Verbal Communication:** Identify, prepare, and deliver clear messages and presentations.
4. **Nonverbal Communication:** Understand, define, utilize, and interpret distinct categories of nonverbal communication.
5. **Listening:** Understand the causes of poor listening and realize the organizational and personal benefits of active listening.
6. **Interviewing:** Identify distinct types of interviews, evaluate effective interview skills, prepare job interview documents, and conduct an effective information gathering interview.
7. **Small Groups:** Identify the characteristics of small groups, identify the steps used for problem solving, and understand leadership tasks as well as functional and dysfunctional team behaviors.
8. **Public Speaking:** Successfully prepare and deliver multiple credible, confident presentations. Evaluate the speaking skill and content of other speakers.

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.

Course Organization

This course is organized into weeks. You can access the Weekly Folders by clicking on the Course Content link on the Course Menu in Blackboard. Weekly 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 week. Additionally, there will be various assessments included in each week, 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 week 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.

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 weeks. 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.
 - Missing 2 of your speeches during your selected video conference time will result in being dropped from the course or earning an F. This is a speech class. If you never present a speech, you cannot pass this class.
 - 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 must be an attentive audience member for presentations given during your scheduled group time, and you must complete all speeches to pass this course. 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 Weekly 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. Weekly Quizzes** You will take weekly quizzes based on chapter and supplemental readings, lecture videos, and any other supplemental material presented in each week.
- 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 week 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 Remind 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

Weekly 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 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.

Non-Completion of Online Work

You will be dropped if you fail to complete all assignments in 2 or more weeks of class. The weeks do not need to be sequential to be dropped. 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.

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.

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 semester class, that means a total time investment of 9-12 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 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

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 and the unique ways we experience the world. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it can and should be.

ADA 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, Reese Center (Building 8) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

Non-Discrimination Statement

South Plains College does not discriminate based on 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 Director of Health and Wellness. 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 Crystal Gilster, Director of Health and Wellness at 806-716-2362 or email cgilster@southplainscollege.edu for assistance.

Campus Concealed Carry

South Plains College permits the lawful carry of concealed handguns in accordance with Texas state law, and Texas Senate Bill 11. Individuals possessing a valid License to Carry permit, or the formerly issued Concealed Handgun License, may carry a concealed handgun at all campus locations except for the following:

Natatorium For a complete list of campus carry exclusions zones by event, please

visit <http://www.southplainscollege.edu/campuscarry.php>

Covid-19 Policy Statement

Consistent with the latest CDC recommendations, we have revised our guidance for students, faculty, and staff who have a known exposure or have tested positive.

- Anyone with a known exposure should wear a mask for 10 days and should seek a COVID-19 test on day five after exposure. If you test positive or develop symptoms, you should immediately self-isolate and seek a COVID-19 test. Please immediately notify your instructor, supervisor, and DeEtte Edens, Associate Director of Health and Wellness, any time you test positive for COVID-19.
- Anyone who tests positive is required to self-isolate for five days. Following the five-day isolation period, if you are asymptomatic or your symptoms are resolving, you may return to work or class but should wear a mask for five additional days. If you are still symptomatic, please contact DeEtte Edens at dedens@southplainscollege.edu or 806-716-2376 prior to your return date.

SPC Bookstore Price Match Guarantee Policy The SPC bookstore has a policy about price matching. Visit the bookstore for more details.

SPC TexBook Syllabus Statement

TexBook Program: This course is in the SPC TexBook program, so you do not need to purchase a textbook or access code for this course.

- What is TexBook? The required textbook/digital content for this course is available to you in Blackboard from the first day of class. The charge for the textbook/digital content is the lowest price available from the publisher and bookstore and is included in your tuition.
- How do I access my TexBook? Your course material is in your Blackboard course from the first day of class. Access to your course material is provided either by VitalSource or other links inside your Blackboard course. VitalSource (and many publisher's) ebook features include the ability to hear the text read aloud, highlight, take notes, create flash cards, see word definitions, build study guides, print select pages, and download 100% of the book for offline access.
- Help with TexBook issues and support: check with your professor or visit: <https://support.vitalsource.com/hc/en-us/requests/new> (available 24/7 via chat, email, phone, and text)
- Opting out of TexBook: Participating in TexBook is not mandatory, and you can choose to opt out. However, by opting out you will lose access to the course textbook/digital content and competitive pricing, and you will need to purchase the required course material on your own. If you drop the class or opt-out before the opt-out deadline, the TexBook fee will be automatically refunded to your SPC account. The opt-out deadline for Fall and Spring is the twelfth class day. The opt-out deadline for shorter terms varies between the second and third class day.

*Please consult with your professor before deciding to opt-out. If you still feel that you should purchase the course textbook/materials on your own, send an opt-out email to tfewell4texasbookcompany@gmail.com. Include your first name, last name, student ID number, and the course you are opting out of. Once you have been opted-out, you will receive a confirmation email. If you need assistance with the process, contact the SPC Bookstore:

Email: tfewell@texasbook.com / Phone: 806-716-2399

Email: agamble@texasbook.com / Phone: 806-716-4610

Week Starts Tuesday	Week Topic	Assignments Due	Due Date at 11:59pm	Grade Category & Points or %
1/18 Week 1	Week 1: Getting Started & Computer Mediated Communication	Sign up for your video conference time, the sooner the more choices you have! Syllabus/Getting Started Quiz SMART Goal Activity Week 1 Quiz	1/20 1/21 1/24 1/24	Quiz Average Participation 25 Quiz Average
1/25 Week 2	Week 2: Communication Principles & Listening	Video Conference 1: Introductions Vlog 1 Post Vlog 1 Response Comments Week 2 Quiz Week 2 Quiz <small>Read and respond to group member's comments with 1 comment for the whole group.</small>	1/25-1/26 1/28 1/31 1/31 1/31 2/1	Participation 50 Participation 25 Participation 25 Quiz Average Quiz Average Participation
2/1 Week 3	Week 3: Interviewing	Start working on J.D., resume and cover letter assignment Week 3 Quiz(zes)	2/7	Quiz Average
2/8 Week 4	Week 4: Professional Resume & Cover Letter	Video Conference 2: Interviewing Week 4 quiz due early so you USE the info in the assignment J.D., Cover Letter & Resume Assignment	2/8-2/9 2/13 2/14	Participation 50 Quiz Average JD, CL & Resume - 10%
TEST 1		Review Quizzes from Weeks 1-4	2/8-2/14	Test 1 -7% of grade
2/15 Week 5	Week 5: Organizing your Presentation	Post Info Presentation topic Make sure to read the assignment and watch the example presentation Week 5 Quiz(zes)	2/18 2/21	Participation 10 Quiz Average
2/22 Week 6	Week 6: Research & Organizational Patterns	One Main point with source citation and example Peer feedback to one point Week 6 Quiz	Fri 2/25 10am 2/28 2/28	Participation 25 Participation 15 Quiz Average
3/1 Week 7	Week 7: Presentation Work Week	Turn in presentation rough draft Week 7 Quiz Practice Practice Practice Out Loud	3/4 3/7	Participation 25 Quiz Average
3/8 Week 8	Week 8: Informative Speech Video Conference	Video Conference 3: Informative Speech Post Final Outline with Updates Informative Speech Peer Feedback Informative Speech Respond to Peer Fdbck Informative Speech Self Feedback	3/8-3/9 <small>1 hr before video conference</small> 3/21 3/22 3/21	Info Speech-10% of grade Participation 10 Participation 20 Participation 5 Participation 15
3/12-3/20		Enjoy your Spring Break!!!!		
3/22 Week 9	Week 9: Persuasive Patterns & Logic and Persuasion	Post presentation topic Vlog 2 Post Vlog 2 Comments	3/24 3/25 3/28	Participation 5 Participation 25 Participation 25

		Week 9 Quiz(zes)	3/28	Participation 25
Week Starts	Week Topic	Assignments Due	Due Date at 11:59pm	Grade Category
3/29 Week 10	Week 10: Presentation Aids	Read and respond to group member's comments with 1 comment for the group.	3/29	Participation 10
		Work on your persuasive outline		
		Week 10 Quiz	4/4	Quiz Average
TEST 2		Review Quizzes from Weeks 5-9	3/29-4/4	Test 2 -8% of grade
4/5 Week 11	Week 11: Persuasive Video Conference	Video Conference 4: Persuasive Speech	4/5-4/6	Persuasive Speech-10% of grade
		Post Persuasive Speech Outline	1 hour before your vid conference	Participation 10
		Persuasive Peer Feedback Posted for Peer	4/11	Participation 20
		Persuasive Self Feedback due	4/11	Participation 15
		Your response to Peer Feedback	4/14	Participation 5
4/12 Week 12	Week 12: Handling Conflict & Problems	Take Conflict Survey	4/18	
		Week 12 Quiz	4/18	Quiz Average
4/19 Week 13	Week 13: Culture, Bullying & Sexual Harassment	-		
		Career Research Interview Project Due	4/22	CRI 100-10% of grade
		Week 13 Quiz	4/25	Quiz Average
4/26 Week 14	Week 14: Collaborating in Teams	Video Conference 5: Group Work (Optional)	4/27-4/29	
		Group Discussion	4/30	Participation 15
		Week 14 Quiz	5/2	Quiz Average
5/3 Week 15	Week 15: Group Project	Group Project Due	5/6	Group Project-10% of grade
		Group Project Feedback	5/9	Participation 12
TEST 3		Review Quizzes from Weeks 10-14	5/4-5/11	Test 3-10% of grade
5/9- 5/12 Finals	Finals Week	Take Test 3	5/4-5/11	
		Review quizzes from Weeks 10-14		