

**Online Course Syllabus**  
**SPCH 1321 Business and Professional Speech**  
**Fall 2020**

**Professor Information**

**Professor:**Rebecca Greene

**Email:** [rgreene@southplainscollege.edu](mailto:rgreene@southplainscollege.edu) **Phone:** 806.716.2445

**Virtual Office Hours in Blackboard Collaborate:** By appointment. Please let me know if you would like to meet and I will be happy to meet you online!

**Face to Face Office Hours:   Levelland CM 140**  
**M/W 9-10am**  
**W 2:30-3:30pm**  
**F 10am-Noon**

**Lubbock Center 125K**  
**T/Th 12:30-3:00pm**

**Communication Plan**

- Expect an email reply within 24 hours on weekdays, and within 48 hours on weekends or holidays. If you don't 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 don't use the email messages application in Blackboard.
- I will be posting course related announcements in Blackboard.
- I will use Remind for quick announcements and questions from students.
- 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 haven't read/watched, I will refer you to the correct place to get the answer.

**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 various types of speaking situations and the application of interpersonal skills that occur in a business, organizational, or professional setting.

Required Course Textbook From Entry Level to Executive: All Communication Counts by Janine Fox and Kelley Finley, Fountainhead Press, 2<sup>nd</sup> edition WITHOUT Acclaim or Tophat access: Print Edition \$37.15 ISBN: 9781644850701      E-book ISBN: 9781644850060 at <https://www.vitalsource.com/>

\*The SPC Bookstore says it will have the e-book soon.\*

**Technical Requirements**

- Desktop or laptop computer
- High-speed internet access
- SPC E-mail (you MUST check it, or forward it to the account you do check)
- Microsoft Office
- Adobe Reader (download from [Adobe.com](http://Adobe.com) )
- Flash Player (download from [Adobe Flashplayer](http://Adobe Flashplayer) )
- Audio and video capabilities (for watching and listening to course content)

- Web camera and microphone (for video conferencing and recording vlogs)
- Blackboard Collaborate 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

### **Technical Skill Requirements**

Be comfortable with the following

- Microsoft Word or word processor that can save Word compatible files (.doc)
- Using email for communication, attaching documents
- Internet search engines and browsers
- Recording and uploading video files. Your phone will work if you don't have anything else. 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.

### **Core Objectives satisfied**

- Communication Skills - to include effective development, interpretation and expression of ideas through written, oral and visual communication
- Critical Thinking - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- Team Work - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- Social Responsibility - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities
- Personal Responsibility - to include the ability to connect choices, actions and consequences to ethical decision-making

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

### **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 different 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 different 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**

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 modules. You can access the modules by clicking on the Modules link on the Course Menu in Blackboard. Modules 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 particular 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 doesn't work the first time, you can just try again. If you repeatedly submit your assignment in the wrong place, I reserve the right to deduct 5 points from the assignment.

You are required to title your assignments in the following format:

**Lastname\_Firstname\_Assignmentname.doc**

### **Grade Distribution**

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 Presentation	10%-100 points
Quizzes	10%-all quiz scores averaged
Participation/Activities	15%-all participation points averaged

### **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 modules. 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. 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 Module sections 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 1-2 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. **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.
  7. **Exams** There will be 3 major exams during the course.

### **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 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.

Video Conferences in which you will deliver synchronous speeches are mandatory. Because our meeting times are strictly scheduled, **you are allowed to make-up ONE speech only, and ONLY in case of an 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. You **MUST** contact me **BEFORE** the video conference starts to let me know you will not be able to attend. The instructor determines the date/time of the makeup and it will result in a deduction of points of 20 pts.

You will be dropped if you fail to complete 3 modules of class.

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. Note: 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” in regard to the timeline for submission.

## **Professor Expectations of the Student**

- You are expected to log into the Blackboard course **every weekday** to be aware of possible 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 reserve the right to 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 out loud before you post them. I often catch my own awkward phrasing and other mistakes when I read my written words out loud 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. Generally, I will try to respond to calls and e-mails within 24 hours during the week and 48 hours on the weekend.

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](mailto:blackboard@southplainscollege.edu)

## **Fall 2020 Facemask Policy**

It is the policy of South Plains College for the Fall 2020 semester that as a condition of on-campus enrollment, all students are required to engage in safe behaviors to avoid the spread of COVID-19 in the SPC community. Such behaviors specifically include the requirement that all students properly wear CDC-compliant face coverings while in SPC buildings including in classrooms, labs, hallways, and restrooms. Failure to comply with this policy may result in dismissal from the current class session. If the student refuses to leave the classroom or lab after being dismissed, the student may be referred to the Dean of Students on the Levelland campus or the Dean/Director of external centers for Student Code of Conduct Violation.

## **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 different 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 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 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](mailto: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:  
Natorium For a complete list of campus carry exclusions zones by event, please visit <http://www.southplainscollege.edu/campuscarry.php>

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

Week Starts	Module Name	Assignments Due	Grade Category	Due Date at 11:59pm
24-Aug Week 1	<b>Getting Started</b>	Sign up for your video conference time, the sooner the more choices you have! Syllabus/Getting Started Quiz SMART Goal Activity turn in	Quiz Participation 15	30-Aug 29-Aug 30-Aug
28-Aug Week 1.5	<b>Module 1: Online Communication</b>	<b>Module 1 Practice Video Conference</b> Module 1 Quiz	<b>Participation 50</b> Quiz	<b>8/31-9/3</b> 1-Sep
31-Aug Week 2	<b>Module 2: Communication Principles &amp; Listening</b>	Module 2 Quizzes Module 2 Vlog Module2 Vlog Comments	Quiz Participation 25 Participation 25	7-Sep 4-Sep 7-Sep
7-Sep Week 3	<b>Module 3: Interviewing</b>	Module 3 Quiz Module 3 Activity	Quiz Participation 25	14-Sep 14-Sep
14-Sep Week 4	<b>Module 4: Professional Resume &amp; Cover Letter</b>	<b>Interview Practice Video Conference</b> Cover Letter and Resume Assignment Module 4 Quiz	<b>Participation 50</b> Cover Letter & Resume 100 Cover Letter & Resume 100	<b>9/14-9/17</b> <b>19-Sep</b> 20-Sep
	<b>TEST 1</b>	<b>Review Quizzes from modules 1-4</b>	<b>Test 1 100</b>	<b>9/16-9/21</b>
21-Sep Week 5	<b>Module 5: Organizing your Presentation</b>	Module 5 Quiz(zes) Module 5 Vlog Module 5 Vlog Comments	Quiz Participation 25 Participation 25	25-Sep
28-Sep Week 6	<b>Module 6: Research &amp; Presentation Aids</b>	Module 6 Quiz(zes) Module 6 Activity Rough Draft	Quiz Participation 25	1-Oct
5-Oct Week 7	<b>Module 7: Introduction Speech Video Conference</b>	<b>Introduction Speech Video Conference</b> Introduction Final Outline Introduction Speech Peer Feedback Introduction Speech Self Feedback	<b>Introduction Speech 100</b> Participation 10 Participation 15 Participation 15	<b>10/5-10/8</b> 1 hour before video conference
12-Oct Week 8	<b>Module 8: Logic and Persuasion</b>	Module 8 Quiz(zes) Module 8 Vlog Module 8 Vlog Comments	Quiz Participation 25 Participation 25	
	<b>TEST 2</b>	<b>Review quizzes from modules 5-8</b>	<b>Test 2 100</b>	<b>10/14-10/19</b>
19-Oct Week 9	<b>Module 9: Handling Conflict and Problems at Work</b>	Module 9 Quiz Activity: Bystander Intervention Persuasive Rough Draft	Quiz Participation 20 Participation 15	
26-Oct	<b>Module 10:</b>	<b>Persuasive Speech Video Conference</b>	<b>Persuasive Speech 100</b>	<b>10/26-10/29</b>

Week 10	<b>Persuasive Video Conference</b>	Persuasive Speech Final Outline Persuasive Peer Eval. Persuasive Self Eval.	Participation 10 Participation 15 Participation 15	1 hour before video conference
<b>Week Starts</b>	<b>Module Name</b>	<b>Assignments Due</b>	<b>Grade Category</b>	<b>Due Date at 11:59pm</b>
2-Nov Week 11	<b>Module 11: Communication Systems &amp; Cultures</b>	Module 11 Quiz Module 11 Vlog Module 11 Activity	Quiz  Participation 25	
9-Nov Week 12	<b>Module 12: Career Interview Project Due</b>	<b>Career Interview Project Due</b>		<b>16-Nov</b>
16-Nov Week 13	<b>Module 13: Collaborating in Teams</b>	<b>Group Work Video Conference</b> Module 13 Quiz Group Discussion	  Participation 15	<b>11/16-11/19</b> 23-Nov 20-Nov
23-Nov Week 14	<b>Module 14: Group Work</b>	Group Work Week Happy Thanksgiving!		
30-Nov Week 15	<b>Module 15: Group Project Due</b>	<b>Group Project</b> Group Project Feedback	<b>Group Project 100</b> Participation 20	4-Dec 7-Dec
7-Dec	<b>Finals Week</b>	<b>Review quizzes from modules 9-13</b>	<b>Test 3 100</b>	<b>12/3-12/9</b>