



# SPCH 1321 Business and Professional Speaking

Course Syllabus: **Fall 2017**

“Northeast Texas Community College exists to provide responsible, exemplary learning opportunities.”

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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday	Online
By appt. Only		9:30a-10:50a		9:30a-10:50a		

*The information contained in this syllabus is subject to change without notice. Students are expected to be aware of any additional course policies presented by the instructor during the course.*

**Catalog Course Description (include prerequisites):** A survey in the basic principles of oral communication. Includes the study of the use of the body and voice, the speaker-listener relationship, preparation and delivery of platform speeches. Co-requisite: Eligibility to enroll in ENGL 0302 and READ 0302

**Required Textbook(s):** Public Speaking for College and Career, 11<sup>th</sup> Edition, Hamilton Gregory, 2016.

**Publisher:** McGraw-Hill Higher Education

**ISBN Number:** ISBN 978-0-07-803698-9

### Student Learning Outcomes:

- Apply effective delivery techniques in oral presentations.
- Apply effective organization and preparation techniques in oral presentations.
- Apply effective composition techniques for a written outline for an oral presentation.
- Effectively analyze an oral presentation.

### Exemplary Educational Objectives:

- 1.1 understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation;
- 1.2 understand the importance of specifying audience and purpose and to select appropriate communication choices
- 1.3 understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative, scientific, and self-expressive, in written, visual, and oral communication;
- 1.4 participate effectively in Teams with emphasis on listening, critical and reflective thinking, and responding
- 1.5 understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument;
- 1.6 develop the ability to research and write a documented paper and /or to give an oral presentation

**SCANS Skills:** N/A

**Extra-credit is NOT offered.**

### Lectures & Discussions:

#### UNIT 1: Lecture: Building Credibility and Ethics.

Power of choice and creating your best self. The Law of Attraction and its direct connection to successful relating. Understanding the Principles of Trust Building and Credibility, The Character Traits of Integrity and Understanding Competence. Learning applying these principles to succeed professionally. **This section is lecture.**

## **UNIT 2: Informative Speaking (10% of Grade)**

Inform Getting the Facts Speech (4-6 minutes) Prepare and deliver an Inform Speech of Facts on a Person, Place, Thing or Event. Outline should include Labels indicating the Introduction, Preview, Body, Summary and Conclusion and Sources used in the speech. Handout will be given in class. Research: Optional. **Visual Aid: Optional**

Research: Minimum 5 sources, 5-7 recommended. Visual Aid: Not Required.

## **UNIT 3: Persuasive Speech. (12.5% of Grade)**

Persuasive (Final) (4-7 minutes) Prepare and deliver a Persuasive Speech to either convince or stir to action neutral audience.

Research: 5 minimum, 5-7 recommended. Visual Aid: Optional, but recommended where visuals would enhance presentation.

**Visual Aid Required: PowerPoint.**

## **UNIT 4: Team Persuasive Speaking (12.5% of Grade)**

Group Project. You will be assigned to self-select a group (3-5 members) and present a speech over a topic of controversy. Each group must have an introduction and conclusion. Formats may include a symposium, panel discussion, or open forum.

**Research:** Minimum 5 sources per member, and a portfolio including outline, notes taken during group meetings in/out of class, and copies of research.

**Visual Aids Required. Student must use one of the following: PowerPoint or Prezi, Graphics, Photos or combination of all. Videos may be used for illustration purposes, but may not be longer than 40 seconds**

## **UNIT 5: Professional Interview, Paper, and Report (15% of Grade)**

Student will be assigned to interview a manager of 6 or more people. Students may **not** interview parents. The presentation is directly related to the manager's interview and will cover aspects of employee management. Each student must write a **three to five-page report** to be turned in and to give a presentation on that report. Presentation must be formatted according to **APA research** requirements. Grammar and spelling will be graded.

**Research:** Minimum **7 sources**. Three sources must be taken from **Library** databases (Library Computers) with citations of **primary sources** stated in the **Presentation** and **Paper**. Notes taken during the interview may also be used in the **Paper**.

**Visual Aids:** Not required, but may be used.

## **Evaluation/Grading Policy:**

**Semester Grades are assigned a ten-point grade distribution: (90%+ =A) (80% - 89% = B) (70 -79% = C) (60 - 69% = D) (0% - 59 = F)**

4 Presentations and Written Outlines/Paper	50%
Class Participation	15% (Show up for class and communicate)
Quizzes Averaged	35%

**Extra-credit is NOT offered.**

## Grade Breakdown:

### SPEECHES

- (10%) Fact Speech
- (13%) Demonstration Speech
- (13%) Team Speech
- (15%) Final Professional Persuasion Speech

### QUIZZES

- (4%) Quiz 1
- (4%) Quiz 2
- (4%) Quiz 3
- (4%) Quiz 4
- (4%) Quiz 5
- (4%) Quiz 6
- (4%) Quiz 7
- (4%) Quiz 8
- (3%) Quiz 9 (Final Quiz) - Traditionally a difficult quiz

(15%) Participation (includes team participation, class participation, and attendance.)

## Quiz Reading Requirements:

There will be several quizzes over reading and lecture material. They will be averaged and worth 35% of your grade. **Red** indicates **chapters to read for quizzes**. All other chapters are reference readings to help you with giving your speech.

- Quiz #1 Chapter 1: Introduction to Public Speaking**
- Quiz #2 #2 Chapter 1: Communication Process (Model)**
- Quiz #3 Chapter Controlling Nervousness**
- Quiz #4 Chapter Listening**
- Quiz #5 Chapter Reaching the Audience**
- Chapter 5: Selecting Topic, Purpose, and Central Idea
- Chapter 6: Finding Information
- Chapter 7: Evaluating Information & Avoiding Plagiarism
- Chapter 8: Supporting Your Ideas
- Chapter 9: Presentation Aids
- Chapter 10: The Body of the Speech
- Chapter 11: Introductions and Conclusions
- Chapter 12: Outlining the Speech
- Chapter 13: Wordings the Speech
- Chapter 14: Delivering the Speech
- Quiz #6 Chapter Speaking to Inform**
- Quiz #7 Chapter Speaking to Persuade**
- Chapter 17: Persuasive Strategies
- Chapter 18: Special Types of Speeches
- Quiz #8 Chapter Speaking in Groups**

### Additional Quiz/Test Material

- Quiz 9 \*Interview Handout (To be given later in Semester)**
- Quiz 10 \*Quiz Over Lectures Given (Over notes Student Takes)**

## Assignments:

Having successfully completed *Business and Professional Speaking*, the student will have an increased understanding of basic public communication principles and skills by:

1. Reading class assignments.
2. Testing of class reading assignments and lectures. See calendar for tentative assignment dates.
3. Preparation and delivery of a **4-6** minute **Informative Get the Facts** speech.
4. Preparation and delivery of a **4-6** minute **Persuasion** speech.
5. Preparation and delivery of a **3-5** minute **per person** in **Team Presentation**.
6. Preparation and delivery of a **4-6** minute **Interview Presentation**.

## Other Course Requirements:

### Student Responsibilities/Expectations:

1. **No Cell Phone use in Class.** Students may be asked to leave class for any misuse of personal cell phones and receive a zero for any class work missed. Please be responsible. If you must monitor your phone, let me the instructor know. **Cell phones may only be monitored for safety information coming from the College's Alert System.** All other activity should be kept until after class.
2. You are expected to read your **NTCC student handbook** and follow the guidelines for student behavior. Students engaged in **disruptive activities** will be asked to **leave** class with a grade of **0** for any **activities** missed and your **class participation grade** will be affected. Disruptive activities include but are not limited to in-class **distracting talk, Texting** or **anything that distracts other students from getting the information they paid for and expect to receive.**
3. Assignments not completed will receive **0** points for that assignment. There is **no makeup** work in this class.
4. **10 points** may be deducted for **each day** that an assignment is late and this includes weekends.
5. You are expected to be in the classroom when class starts, attend class regularly, and to participate in class discussions and exercises.
6. **Quizzes are taken online.** Make sure you have a **good computer** and a **good connection** before you take the quiz. If you do **not** have a computer or connection, you are required to take the quizzes at the Library before the deadline. You will have only **one** chance to take the quiz. **You must take the quiz before the deadline.** No exceptions. Quizzes not taken will receive a zero.
7. You are expected to be prepared for class and **take notes during class lecture.** If you are absent you are expected to get class material from **fellow students.**
8. It is inappropriate in this course to use **obscene language, obscene gestures, tell off-color jokes, or allude to sexual references** that may be demeaning or offensive. In other words, be careful what you say and how you say it.
9. **ALL PAPERS** (i.e., outlines, other class assignments) must be **WORD PROCESSED.** Spelling and punctuation should be accurate. **Outlines** and **papers** will not be accepted and could mean a zero for the assignment.
10. **ADA Statement:**

It is the policy of NTCC to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required affording equal educational opportunity. It is the student's responsibility to arrange an appointment with a College counselor to obtain a Request for Accommodations form. For more information, please refer to the NTCC Catalog or Student Handbook.
11. **Social Security Statement:** It is the policy of **Northeast Texas Community College** to protect the confidential nature of social security numbers. The College has changed its computer programming so that all students have an **identification number.**
12. **Religious Observance:**

Students who anticipate being absent from class due to a religious observance are to inform the instructor of such absences.

13. Students who receive an ***Incomplete Grade*** at the end of the semester must have all assignments completed no more than **90 days** from the last class day of the semester. After this time, a ***grade of F*** will be administered replacing the Incomplete Grade.
14. **Course Repeat/Grade Replacement:** Students may repeat a course regardless of whether credit hours were previously earned; however, no more credit hours can be earned than would be received from one successful enrollment. If a student re-enrolls for credit, an asterisk (\*) on the transcript will identify the repeated course. In determining graduation qualifications only, the grade earned during the most recent enrollment is computed in the cumulative grade point average.
15. **Student Grades:** Each student is responsible for keeping track of their grades during the semester. Students will find out their **official** semester grade when grades are posted by the Registrar's office at the end of the semester after Finals. Students are responsible to communicate with the instructor about their grades during the semester. I do not seek the student. Students are adults and will be treated as such. I am not a "Helicopter Instructor." The student is solely responsible for his or her grades.
16. **Speeches:** Students are to meet time requirements in order to receive a grade of "A." The key to meeting time requirements is **Preparation** and **Practice**. It should be noted that speech evaluations and time requirements determine each speeches grade.

### **NTCC Academic Honesty Statement:**

"Students are expected to complete course work in an honest manner, using their intellects and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. NTCC upholds the highest standards of academic integrity. This course will follow the NTCC Academic Honesty policy stated in the Student Handbook."

### **Academic Ethics**

The college expects all students to engage in academic pursuits in a manner that is beyond reproach. Students are expected to maintain complete honesty and integrity in their academic pursuit. Academic dishonesty such as cheating, plagiarism, and collusion is unacceptable and may result in disciplinary action. Refer to the student handbook for more information on this subject.

### **ADA Statement:**

It is the policy of NTCC to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to arrange an appointment with a College counselor to obtain a Request for Accommodations form. For more information, please refer to the NTCC Catalog or Student Handbook.

### **Family Educational Rights And Privacy Act (FERPA):**

The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's educational records. These rights transfer to the student when he or she attends a school beyond the high school level. Students to whom the rights have transferred are considered "eligible students." In essence, a parent has no legal right to obtain information concerning the child's college records without the written consent of the student. In compliance with FERPA, information classified as "directory information" may be released to the general public without the written consent of the student unless the student makes a request in writing. Directory information is defined as: the student's name, permanent address and/or local address, telephone listing, dates of attendance, most recent previous education institution attended, other information including major, field of study, degrees, awards received, and participation in officially recognized activities/sports.