

BUSINESS AND PROFESSIONAL SPEAKING

SPCH 1321

NORTHEAST TEXAS COMMUNITY COLLEGE

SPRING 2018

BUSINESS AND PROFESSIONAL SPEAKING

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Text: Gregory, Hamilton, Public Speaking for College and Career, Eleventh Edition, McGraw-Hill Companies, New York, 2018 or later

COURSE DESCRIPTION

Study and application of communication within the business and professional context. Special emphasis will be given to communication competencies in presentations, dyads, teams and technologically mediated formats.

COURSE OBJECTIVES

I. Cognitive: Upon completion of the course the student will:

- Understand various communication models
- Identify potential listening problems and improvements
- Understand basic public speaking theories
- Survey speaking situations in the organizational setting
- Understand team dynamics and team problem solving
- Identify the responsibilities of team participants and team leaders
- Develop effective interviewing questions and responses
- Evaluate communication in the organizational setting
- Comprehend different leadership and management styles
- Understand the process persuasion
- Synthesize creative marketing strategies

II. Behavioral: Upon completion of the course the student will:

- Demonstrate appropriate skills in public speaking
- Develop listening skills
- Identify major components in a speech
- Use visual aids effectively including computer aided aids in 25% of class presentations
- Actively participate in small team dynamics
- Engage in effective interviewing as both questioner and respondent
- Research and utilize information
- Diagnose public speaking in platform and occasional situations
- Demonstrate effective conflict-resolution skills
- Become a more confident, convincing, and persuasive communicator

III. Exemplary: Upon completion of the course the student will

- 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

IV. Student Learning Outcomes

1. Demonstrate essential public speaking skills in professional presentations.
2. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership and performance appraisals.)
3. Apply essential dyadic and small team processes as they relate to the workplace.
4. Utilize various technologies as they relate to competent communication.
5. Demonstrate effective cross-cultural communication.

REQUIREMENTS OF THE COURSE

To receive credit for this course, the student must satisfactorily complete the following areas:

- A. FOUR REQUIRED SPEAKING ASSIGNMENTS FOLLOWING THE SPECIFIC INSTRUCTIONS TO BE PROVIDED PRIOR TO EACH SPEECH ASSIGNED (50% OF FINAL GRADE SUBJECT TO ATTENDANCE ADJUSTMENT)
- B. TWO WRITTEN EXAMINATIONS (25% OF FINAL GRADE SUBJECT TO ATTENDANCE ADJUSTMENT)
- C. ATTENDANCE (25% OF FINAL GRADE, SEE EXPLANATION BELOW)

NOTE!!! In addition to the above requirements, a student's attendance will greatly influence their final grade. **ATTENDANCE IS CRITICAL.** Students will be allowed one absence during summer, night or special session classes without their grade being affected. Day students during long semesters may have three absences without their final grades being lowered. However, each absence thereafter will reduce the student's final grade by one letter grade per absence. Two tardies equal one absence and be accrued by arriving late to class or leaving class early. It is the student's responsibility to advise the instructor that they were tardy. This must be reported to the instructor on the day of the tardy or the attendance record will not be changed. An absence is defined as a student not being in class for any reason. The only "excused" absence is when a student is required to attend another college approved function that conflicts with the scheduled speech class time and requires written confirmation from the instructor or sponsor.

Religious Holy Days: please refer to the current Northeast Texas Community College Student Handbook

SPEAKING ASSIGNMENTS:

Each student enrolled in Speech is expected to complete all speaking assignments during the period of time set aside for student speeches. Each speech will be assigned a numeric grade ranging from "0 to 100." At the end of the time allotted for student speeches, 50% of the semester grade will be determined by averaging the grades of his/her speeches.

The most common ways **not to pass** a speech are as follows: (1) to be obviously unprepared (2) to fail to meet the requirements of a specific assignment; or (3) to read a speech rather than to deliver it extemporaneously. Any of these situations occurring in a student's a speech will result in an automatic grade of 'F'(50) for that speech.

In addition, each speaking assignment has a specific time requirement. Each student must keep his/her presentations within these time requirements. A penalty of **one point per six seconds will be deducted from the student's grade for all deviations the required time limits** on each speech. Several weeks of the semester will be allotted student speeches.

If class time and dates allow, students may be afforded an opportunity to make up a missed speech with a penalty. However, there will be no make-up speeches during final exam week. There is no guarantee there will be time left in the semester for make-up speeches. Avoid relying on doing a make-up speech. It will only impact your grade negatively.

ASSIGNED WRITTEN WORK:

Primarily, this-section includes a series of possible quizzes and possible written work-based on the material from lecture and in the course textbook(s). Additionally, each student is required to turn in a typed outline of his/her speech prior to speaking (**no student will be allowed to give a speech for credit without first providing the instructor with a typed outline in proper format**). If a team presentation is required, the assignment has several written components that students must complete in order to receive credit.

FINAL EXAMINATION SPEECH:

This speech may be required as part of the four required speeches made during the course and will be given near the end of the semester. As the single most important speech of the semester, it should be carefully written and rehearsed, and it must be presented extemporaneously. Like the other speeches, this speech is given a numeric grade ranging from “0” to “100”. Again, a penalty of one point per five seconds will be deducted from the student's grade for all deviations from the required time limits for this speech.

For the Final Examination Speech, individual instructors may set specific guidelines/requirements within their classes. For example, instructors may require documentation of material for all Final Examination Speeches, visual aids for all Final Examination Speeches, or typed outlines, for all Final Examination Speeches. In any event, all class policies certainly apply to the Final Examination Speeches.

TWO WRITTEN EXAMINATIONS:

The initial written examination will be given during the first half of the semester. A final comprehensive test will be given according to the examination schedule published by the Registrar's Office each semester. Both tests will include the material from the textbook as well as any pertinent material discussed in class.

EXTRA CREDIT:

Extra credit may be allowed at the discretion of the instructor. Examples of possible extra credit events may include.

- (1) Perfect attendance.
- (2) Book Review. Read a current book written on communication in the professional setting. Summarize the book in a typed paper.
- (3) Article Survey. Read three full text articles published during the current school year written about communication in the professional setting. Xerox and turn in the articles with the major ideas contained in the articles highlighted.

ADA Statement: It is the policy of Northeast Texas Community College 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 Northeast Texas Community College Catalog or 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 academic 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.

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 polity stated in the Student Handbook.

Plagiarism is defined as the appropriation of any person's work and the unacknowledged incorporation of that work in one's own work offered for credit.

Cheating is defined to include the following: copying from another student's paper; using materials during a test not authorized by the person giving the test; collaborating with any other person during the test without permission; knowingly obtaining, using, buying, selling, transporting, or soliciting in whole or in part the content of test not yet administered; substituting for another student or permitting any other person to substitute for oneself; copying computer or Internet files, using someone else's work for assignments as if it were one's own, or any other dishonest means of attempting to fulfill the requirements of a course.

Collusion is defined as the unauthorized collaboration with any person in preparing work offered for credit.

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 education 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.

CLASS POLICIES

1. Attendance is a vital part of this course. Please read carefully the paragraph above regarding absences and tardiness.
2. **Students who choose not to complete the course are vested with the responsibility of officially dropping before the final drop date in order to receive "W" as a semester grade. The instructor does reserve the right to drop a student, but it is not the instructor's responsibility. Please see the schedule of classes for the last day to withdraw.**
3. Students who miss class are expected to turn in work on time, and are not granted extensions solely on the basis of absenteeism.
4. Punctuality (being on time) for each class meeting is also the responsibility of the student. In the event that a student is late, it is his/her responsibility to inform the instructor at the end of the class period; otherwise he/she is counted absent. Frequent tardiness by any student is not tolerated. Two tardies count as one absence, and students may be dropped from the class for excessive absences or excessive tardies.
5. In **NO EVENT** should a student enter the classroom when another student is giving a speech. Please wait outside the door until the speaker has finished and enter in between speakers.
6. Student speakers are expected to rely on the experiences and observations of others. Students are also expected to give appropriate credit to research. When using the words of another, or when using ideas or materials drawn from a specific source, the speaker must cite his/her source of information following APA or MLA format. Speakers cite sources for two good reasons: (1) just because a speaker says something does not make it so, and (2) it lends authority to the material presented. Remember, plagiarism is as serious in speaking as it is in writing.
7. When a student is given an assigned speech date, he/she is expected to speak at that specific time. If he/she misses the assignment for any reason, he/she may or may not be allowed to complete it, at the discretion of the instructor.

8. If a student misses giving a speech without just cause he/she will receive a zero for the assignment. He/She will not be allowed to give the speech at a later time, and will lose that speaking slot.
9. Arrangements for make-up tests will be determined by the instructor and the Academic Skills Center (ASC). The ASC (Humanities 109) is open 8:00am – 8:00pm - M-TH and 8:00 - 12:00noon if the student knows in advance that he/she will be absent the day of a test, he/she should complete the test before the absence. Specific guidelines for make-up tests are set by each instructor.
10. No "mouth tidbits" such as chewing gum, candy, other foods, or drinks are allowed in class. Not only is it bad manners to eat in front of an audience, but it is also distracting for the speaker to try to talk to an audience of mouths that are in perpetual motion.
11. Each student is responsible for cleaning up after himself/herself following his/her speech. If the potential for making a mess exists within a given speech, the student is required to bring the necessary cleaning supplies as a part of the speech. For any speech that includes liquid ingredients, the student is required to furnish a waterproof covering for the demonstration table and floor.
12. A class that is postponed for any reason will pick up where it was when postponed.

EXAMPLE: A Monday class is postponed because of icy roads. When the class resumes on Wednesday, the speakers scheduled for that Monday will speak. The Wednesday speakers will speak on the following Monday.
13. **For class presentations, each speaker is expected to "dress-up."** Recommended attire includes dress shirts, slacks, tie, dress shoes, and a belt (males), dresses, pant suits, skirts, blouses, and dress shoes (females). As a general rule speakers should dress as they would for a job interview.
14. To make this speech training realistic, the classroom audience should be treated with the same respect and consideration as any other audience. In turn, the audience should treat each student speaker with the same consideration. As a good listener, each member of the audience should try to follow each speaker's organization and communication methods.
15. **Please, do not bring children to class.** Obtain prior permission from your instructor before bringing adult visitors to class.
16. Please **do not bring cell phones** into the classroom.

NOTE: By our second class day meeting each student is expected to download and print the "required speech class folder" from Blackboard. These downloaded pages must be maintained in a notebook format and brought to each class meeting. You will be lost without these printed pages in your possession during each class.

Bring a computer saving device (USB jump drive, thumb drive, etc.) to class every day. Save all your class work and homework to this device. You will avoid a lot of problems by completing all your work in Microsoft Word as this program is compatible with campus computers.

OUTSIDE READINGS FROM TEXT: Although your instructor will lecture over numerous chapters from the textbook, not everything from the text will be covered. College students are expected to read the textbook. A student may find test questions during the semester from the textbook that was not covered during traditional class lecture. Students are responsible for reading the text carefully and are responsible for any test questions that may appear on exams.