



SPCH 1321 – Business & Professional Speaking

Course Syllabus: Spring 2019

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

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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday	Online
		7:00-7:50 am 9:30-12:20 pm 1:30-2:50 pm		9:30-12:20 pm 1:30-2:50 pm	By Appointment	

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.

Course Description: 3 credit hours.

Lecture/Lab/Clinical: Three hours of class each week.

Application of communication theory and practice to the public speaking context, with emphasis on audience analysis, speaker delivery, ethics of communication, cultural diversity, and speech organizational techniques to develop students' speaking abilities.

Class Description: Welcome to Business & Professional Speaking. 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. In this course, you will be instructed in the theory of voice, articulation, pronunciation, bodily activity, language, and the elements of speech preparation. Practice is provided in the presentation of a variety of speeches. Study is made of speech construction, including the use of outlining and supporting materials. In addition, you will participate in small group activities as well as maintaining a class journal throughout the semester. Upon successful completion of this class, you will be able to identify the major components of a speech, basic terminology, and the processes and methods needed to research, write and orally deliver a speech. It is anticipated that you will significantly diminish the "performance anxiety" or "stage-fright" that many people naturally associate with public speaking. I intend for the class to be FUN! I will strive to create a lively, positive and friendly learning environment. It is my hope that you will enjoy coming to this class each day. It is important that you understand that I want you to succeed. The main purpose of this class is to help you discover ways that you may become better at communicating thoughts effectively to others. In that regard, this class may very well become the most important one you take in your college career. The ability to authentically and effectively communicate your thoughts to others will enhance not only your classroom experiences, but it will make you a better communicator with your family and friends as well as in your career.

Required Textbook(s):

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

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)

Lectures & Discussions:

Points	Grade
900-1000	A
800-899	B
700-799	C
600-699	D
Below 599	F

Tests/Exams:

There will be two exams during the semester worth 100 points.

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.

Student Responsibilities/Expectations: Class Attendance:

It is expected that you will attend this class on a regular basis and to be on time. In large measure, the greatest learning that will occur in this class is in "listening" and "learning" from your classmates when they give their speeches. If you have FOUR unexcused absences, your grade will be lowered one full letter grade. SIX unexcused absences will result in being dropped from the class. Class attendance will be taken, and attendance grades will be strictly enforced. I realize that emergencies may arise. In those cases, I request that you contact me as soon as possible (preferably before the class) in order to assign makeup work. If you miss an assigned speech without contacting me, I will be compelled to lower your grade one letter for each day missed. I cannot over emphasize the importance of being prompt and prepared for your speeches.

Other Important Stuff!:

1. Do not bring any potentially dangerous visual aid materials (such as explosives, weapons, or stuff that makes your eyes water!) to class.
2. There will be no makeup on any daily work assignments or impromptu speeches. It is not possible to reassemble entire groups of people in order for you to make up your assignments. You must make outside class arrangements with me concerning making up the work.
3. To pass the course, all assignments must be completed. You must "experience" all aspects of the class. Although you may have enough points to pass the class, I will withhold your grade until all assignments are completed.
4. For each day that an assignment is not completed, ten points will be deducted from that grade. This insures that all students have the same time in which to complete an assignment.

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 request accommodations. An appointment can be made with Katherine Belew, Academic Advisor/Coordinator of Special Populations located in the College Connection. She can be reached at 903-434-8218. For more information and to obtain a copy of the Request for Accommodations, please refer to the [NTCC website - Special Populations](#).

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.

- **Maintain focus in the classroom by turning off all cell phones and any disruptive electronics, and do not bring food into the classroom.**
- **Please- No Texting, No Gum, No Hats.**
- **In the interest of presenting a Professional Image- Please Dress Appropriately On Speech Day.**
- **Everyone participates, no one dominates.**
- **Help the instructor and each other stay on task.**
- **Keep decorum by arriving on time, and staying through the class time.**
- **Speak one at a time, and don't interrupt.**
- **Be an active listener, and an objective listener.**
- **Give freely of your own experience.**
- **Keep an open mind and agree or disagree only if it makes sense.**
- **Ask lots of questions.**
- **Have FUN!**

To Pass This Class, You Need To-

- 1. Show Up, On Time, Ready To Go**
- 2. Do The Work**
- 3. Be Polite**