



**SPCH 1321 – Business & Professional Speaking  
Course Syllabus: Spring 2020**

**NORTHEAST TEXAS  
COMMUNITY COLLEGE**

*“Northeast Texas Community College exists to provide personal, dynamic learning experiences empowering students to succeed.”*

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<b>Office Hours</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Online</b>
	7:00-7:50 am 9:30-10:50 am 12:25-1:25 pm	7:00-7:50 am 12:25-1:25 pm	7:00-7:50 am 9:30-10:50 am 12:25-1:25 pm	7:00-7:50 am 12:25-1:25 pm	By Appointment	

***This syllabus serves as the documentation for all course policies and requirements, assignments, and instructor/student responsibilities.***

*Information relative to the delivery of the content contained in this syllabus is subject to change. Should that happen, the student will be notified.*

**Course Description:** 3 credit hours.

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

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.

**Prerequisite: None**

**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.

**Evaluation/Grading Policy:**

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)

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.

### 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.

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.

**All graded work will be entered on BlackBoard and returned to the student within 7 days.**

**Required Instructional Materials:** Gregory, Hamilton, Public Speaking for College and Career, Eleventh Edition

**Publisher:** McGraw-Hill Companies      **ISBN Number:** 978-0078036989

**Optional Instructional Materials:** None

**Minimum Technology Requirements:** Access to computer.

**Required Computer Literacy Skills:** BlackBoard, NTCC Student E-mail, Microsoft Word & Power Point

### **Course Structure and Overview:**

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.

## **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.

**Communications:** Please use the NTCC Student E-mail. I will respond within 24 hours.

**Institutional/Course Policy:**

**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.

1. 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.
2. 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.
3. 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.

**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.**

**NTCC Academic Honesty/Ethics Statement:**

NTCC upholds the highest standards of academic integrity. The college expects all students to engage in their academic pursuits in an honest manner that is beyond reproach using their intellect and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. Academic dishonesty such as cheating, plagiarism, and collusion is unacceptable and may result in disciplinary action. This course will follow the NTCC Academic Honesty and Academic Ethics policies stated in the Student Handbook. Refer to the student handbook for more information on these subjects.

**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 the Academic Advisor/Coordinator of Special Populations located in Student Services and can be reached at 903-434-8264. For more information and to obtain a copy of the Request for Accommodations, please refer to the special population's page on the NTCC website.

**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.

**Tentative Course Timeline (\*note\* instructor reserves the right to make adjustments to this timeline at any point in the term):**

**SPCH 1321 Weekly Schedule**

**WEEK 1**

**Go over Syllabus**

**Introduction speeches**

**WEEK 2**

**Chapters 1, 2**

**WEEK 3**

**Chapter 10, 11, 12**

**WEEK 4**

**Chapters 3, 5**

**WEEK 5**

**SPEECH #1 "Career" Presentation and Outlines**

**WEEK 6**

**Take EXAM #1 over Chapters 1, 2, 3, 5, 10, 11, 12  
Chapter 4, 6, 7**

**WEEK 7  
Chapters 8, 9**

**WEEK 8  
Chapters 14, 15**

**WEEK 9  
Spring Break**

**WEEK 10  
SPEECH #2 "TEAM persuasive" presentation and Outline**

**WEEK 11  
EXAM #2 over Chapters 4, 6, 7, 8, 9, 14, 15  
Chapters 19 & 13**

**WEEK 12  
Chapters 16 & 17**

**WEEK 13  
Interviewing Packet/Resume/Cover letter assignments**

**WEEK 14  
Chapter 18  
EXAM #3 over Chapters 13, 16, 17, 18, 19**

**WEEK 15  
SPEECH #4 "Commemorative"  
Presentation and Outline**

**Week 16  
SPEECH #4 "Commemorative"  
Presentation and Outline**

**Week 17  
Final**

### **Important Dates: Spring 2020**

**First Class Day (16-week, 1st 8-week, 1st 5-week sessions) Tuesday, January 21**

**Late Registration Ends Friday, January 24**

**First Class Day (2nd 5-week session) Monday, February 24**

**Deadline for Spring Graduation Application Friday, March 6**

**Spring Break Monday-Friday, March 16-20**  
**First Class Day (2nd 8-week session) Monday, March 23**  
**First Class Day (3rd 5-week session) Monday, April 6**  
**Final Day to Withdraw with Grade of “W” (16-week) Thursday, April 9**  
**Last Class Day (16-week) Thursday, May 7**  
**Final Examinations Friday, May 8 - Thursday, May 14**  
**Spring Graduation 9:00 a.m. & 11:00 a.m., Saturday, May 16**

### **SPEAKING ASSIGNMENTS FOR SPCH 1321 F2F**

**You will construct and deliver a total of 4 speeches – 1 introduction speech, 1 informative speeches, 1 persuasive speech, and 1 commemorative speech. You are responsible for uploading your speech by the DUE DATE!**

- **Chewing gum or wearing a hat while delivering a speech will result in 10 Points taken off your grade.**

#### **Introduction Speech – Pet Peeve:**

**Please prepare a short Impromptu Self - Introduction Speech intended for you to briefly introduce yourself to the class and explain your biggest Pet Peeve. In your presentation, answer the following questions...**

- I. Who are you?**
- II. Where do you come from?**
- III. What high school did you attend? Describe one thing about your time there.**
- IV. What area of study are you pursuing? Why are you interested in this academic area?**
  - a. *(If you currently do not know answer to III).* What is your favorite subject?**
- V. Describe your most recent job.**
  - a. Describe what all you did/do while at that place of employment**
- VI. Describe your hobbies.**
- VII. Describe what you hope to gain from this class.**
- VIII. What is your biggest Pet Peeve**

**The Presentation should last for around 1-2 minutes in length. Write the assignment questions on a notecard. As you are presenting, focus on delivering information to your audience with strong eye contact. When you are presenting and get lost, refer to your note card. This presentation should not be read or memorized.**



## **Informative Speech #2:**

Prepare a 4-6 minute Informative Speech that will convey information to your audience about a topic related to your chosen area of study or career choice. Please make reference as to why you chose the topic you did and how it relates to your career choice.

- Typed Complete sentence outline REQUIRED.
- Extemporaneous delivery required, refer to Chapter 14 for help.
- Visual aid required. This must be used during the presentation to help you explain your topic. Please add source citations to any photos used from the internet.
- At least three (3) research sources from the internet must be cited orally during your presentation.

*Important:* When you do research for this speech, you need to make sure that you include a bibliography page with your typed outline done in MLA format. You also must verbally say the source during your speech either before or after using the information from that source. I will listen for 3 different sources cited during your presentation. The textbook will explain how to cite sources in a speech presentation. Please include parenthetical references inside your outline as well as a bibliography. You will see an explanation of these below the instructions I in Blackboard. A visual aid is also required in this speech. If you use pictures from a source, please include the citation at the bottom of the picture. You will need to review the chapter in the textbook on visual aids for a complete explanation of what is an adequate visual aid.

## **Speech #3 – TEAM Persuasive (2-4 students):**

Prepare a 5-7 minute Persuasive Speech on an issue of either changing a policy or value that you feel strongly about and that is of current relevance to the your field of study. Take a side of the issue and persuade your audience to take your side.

- A minimum of five (5) research sources required. Evidence variety required. All sources must be cited orally during the delivery of the speech.
- A typed complete sentence outline is required.
- Power point visual aid is required and should be uploaded with your outline.
- Extemporaneous Delivery
- Please include parenthetical references inside your outline as well as a bibliography.
- NOTE CARDS ONLY as speaking notes.

Remember...

It is extremely important to establish your credibility in your intro in order to be believable in persuasion! Tell why we should believe you...Have you done research? or Are you an expert about this?

An example of a policy issue (law or rule) would be... *Whether you are for and against*

*students wearing uniforms in public school. An example of a value (moral) issue would be... Whether you are for or against the death penalty.*

**Speech #4 - Commemorative: Prepare a 3-5 minute Commemorative Speech intending to pay tribute to an influential person connected to your field of study. The purpose here is to inspire the audience, express feelings, arouse sentiments and heighten the audience's admiration for this person.**

- **TYPED COMPLETE SENTENCE OUTLINE REQUIRED. Please include parenthetical references inside your outline as well as a bibliography page.**
- **A minimum of three (3) sources is required. All sources must be cited during the delivery of the speech. {These can include interviews}**
- **Visual aid is required.**
- **NOTE CARDS ONLY as speaking notes!**