

**Business and Professional Speech
SPCH 1321**

CLARENDON COLLEGE

Liberal Arts Division

Course Name: *SPCH 1321, Business and Professional Communications*

Credit Hours: 3

Semester:: *Spring 2012*

Classroom Location: *Online*

Instructor: *Cynthia Ewing*

Office Location: *WebCT*

Phone: *Office: 806-874-4822*

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Office Hours: Tuesday 8:00-9:30; 12:00 to 4:00 PM
 Thursday 8:00-9:30; 12:00 to 4:00 PM

Course Description:

Business and Professional Communications involves the application of theories and practice of speech communication as applied to business and professional situations.

Statement of Purpose

Business and Professional Communications partially satisfies the requirements for the Associate Degree at Clarendon College and is designed for transfer to a senior college or university.

Required Instructional Materials:

Textbook: Beebe, S. A., & Mottet, T. P. (2013). Business and Professional Communication (2nd ed.). Pearson Education, Inc.

Other Relevant Materials:

Comment:

Exams, announcements, and other communications will be administered via WebCT. There is a link to WebCT on the Clarendon College homepage, www.clarendoncollege.edu, and there are instructions once you access that page.

Online classes require students who are self-disciplined and can work independently. Students are required to complete the WebCT course on their own time. The WebCT email is the method for teacher and student to communicate with each other. It is important for each student to check their course periodically for new information and any dates for assignments or quizzes that are due.

Student Requirements

Comment:

- You must have access to a computer with Internet and email capability.
- You must have average-level computer skills and familiarity with the Internet and email.
- You must have Microsoft Word or another word processing program.
- You must have access to recording equipment (video camera, digital camera, web cam, etc.)

Methods of Instruction

Comment:

Students will be required to make three (3) recorded speeches, and you must use blank, high-quality video tapes or DVDs for recording the speeches, unless you submit your speeches via YouTube.

If you do not have access to recording equipment (video camera, digital camera, web cam, etc.), **YOU MAY NOT TAKE THIS COURSE. If you are a student that is on the main campus, you may come and talk to me about how you are going to submit your speeches.**

Course Objectives

EXEMPLARY OBJECTIVES: The learner shall:

1. Understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
2. Understand the importance of specifying audience and purpose and to select appropriate communication choices.
3. Understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative, scientific, and self-expressive, in written, visual, and oral communication.
4. Participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
5. Understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.
6. Develop the ability to research and write a documented paper and/or to give an oral presentation.

STUDENT LEARNING OUTCOMES: The learner shall:

1. Compose an effective and organized outline for public presentations.
2. Prepare appropriate topics for public and/or group presentations.
3. Predict and select motivation factors in the communication process.
4. Select the appropriate verbal and nonverbal delivery skills for public and/or group presentations.
5. Assess, compare and support individual views of communication processes and conflicts.
6. Assess, and choose appropriate responses to public and/or group communication situations.
7. Effectively argue and support points of view on a variety of subjects.
8. Assemble and support appropriate public presentation selections.

Grading Policies:

Comment:

Reading Exams: It is very important to keep up with reading in an online class. Students will take four online timed tests covering assigned chapter readings, as well as supplemental materials posted. Tests

will contain multiple-choice and true/false questions. Students have 1 hour to take each exam. The timer begins the time the exam is opened, and students can NOT stop the timer mid-test.

You may use your book or notes for the exam, but be aware that many questions are application questions that require previous thought on the topics, and an understanding of the material covered.

Speeches	50%
Exams	20%
Discussions	10%
Assignments	20%

Career speech—This speech will be 3-5 minutes long and should consist of a career you have chosen for your life. A formal outline and pre-speech evaluation will be turned in before the speech and your note card will be turned in after the speech. At least 2 sources should be cited in your speech. A photocopy of your sources will be attached to your outline.

Informative Speech—Choose a topic relating to your job, your chosen field or any topic of general interest to you. Prepare a speech including the essential facts (like an overview.) You might include extended definitions, research findings, prospects for the future, the status quo, etc. You might even include descriptions, if it is appropriate to your topic.

This speech will be **4-7 minutes** long and should inform the audience. A formal typed outline. At least **3 sources** should be cited in your speech. A photocopy of your sources will be attached to your outline.

Persuasive Speech-- This speech will be **4-7 minutes** long and should persuade the audience. A formal typed outline will be turned in before the speech. At least **3 sources** should be cited in your speech. A photocopy of your sources will be attached to your outline

Business or Sales Proposal – This will be a written document. For example, in terms of purpose, there is a difference between a sales proposal and a proposal intended for internal use, which could relate to changes in processes or strategy. Similarly, there is a difference between preparing a product or service based proposal. The size and complexity of the proposal also needs to be considered, particularly in relation to the numbers of participants. A proposal for the development of a major project, such as the building of a new operations plant, would require involvement and input from a number of business experts from various departments, whereas a sales proposal being submitted to a single customer might be written by one person. Furthermore, the type of recipient may also influence the proposal content and style. A typical example of this is the variances between a proposal submitted to the private and public sectors. I will give more information on this later.

Resume—Prepare a resume and submit. The resume should be professional looking and have your information included in the heading.

Interview—Interview someone and prepare a report on the interview. Have your interviewee sign the form that is available for you to send to me as proof that you completed the interview.

Business Cards—These will be prepared using some (Microsoft Word is the preference) word processing software and then uploaded to me. Make sure they are professional and gets the attention of your clients so they will remember who you, as a business professional are.

The final semester grades will be figured as set in the current catalog:

90 to 100 = A 80 to 89 = B 70 to 79 = C 60 to 69 = D Below 59 = F

A student's final grade will be made available through the student portal at Clarendon College's website.

Classroom Policies:

Classroom Conduct

Failure to comply with lawful direction of a classroom instructor is a disruption for all students enrolled in the class. Cheating violations include, but are not limited to: (1) obtaining an examination, classroom activity, or laboratory exercise by stealing or collusion; (2) discovering the content of an examination, classroom activity, laboratory exercise, or homework assignment before it is given; (3) using an unauthorized source of information during an examination, classroom activity, laboratory exercise, or homework assignment; (4) entering an office or building to obtain unfair advantage; (5) taking an examination for another person; (6) completing a classroom activity, laboratory exercise, homework assignment, or research paper for another person; (7) altering grade records; (8) using any unauthorized form of electronic communication device during an examination, classroom activity, or laboratory exercise; (9) Plagiarism. Plagiarism is the using, stating, offering, or reporting as one's own, an idea, expression, or production of another person without proper credit.

Disciplinary actions for cheating in a course are at the discretion of the individual instructor. The instructor of that course will file a report with the Dean of Students when a student is caught cheating in the course, whether it be a workforce or academic course. The report shall include the course, instructor, student's name, and the type of cheating involved.

Students who are reported as cheating to the Dean of Students more than once shall be disciplined by the Dean. The Dean will notify all involved parties within fourteen days of any action taken.

American with Disabilities Act Statement:

Clarendon College provides reasonable accommodations for persons with temporary or permanent disabilities. Should you require special accommodations, notify the Office of Student Services (806-874-3571 or 800-687-9737). We will work with you to make whatever accommodations we need to make.

Dropping a Course:

A student who is enrolled in a developmental course for TSI purposes may not drop his/her only developmental course unless the student completely withdraws from the college. A student may drop any other course with a grade of "W" any time after the census date for the semester and on or before the end of the 12th week of a long semester, or on or before the last day to drop a class of a term as designated in the college calendar. The request for permission to drop a course is initiated by the student by procuring a drop form from the Office of Student Services. (Refer to other policies concerning this issue in the current college catalog online.)

Withdrawal from College:

When a student finds it necessary to withdraw from school before the end of the semester, he or she should obtain a withdrawal form from the Office of Student Services. Students may also withdraw from the college by sending a written request for such action to the Registrar's Office. The request must include the student's signature, the student's current address, social security number and course information details. Students who withdraw after the census date for the semester and on or before the end of the 12th week of a long semester, or on or before the last day to drop a class of a term as designated in the college calendar will be assigned a grade of "W."