



WACO, TEXAS

**COURSE SYLLABUS
AND
INSTRUCTOR PLAN**

BUSINESS & PROFESSIONAL SPEAKING

SPCH-1321-O081 & O082

KATIE STEVENS

NOTE: This is a 16-week course.

NOTE: This is an Online course.

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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.

Prerequisites and/or Corequisites:

There are no official course prerequisites at this time. The student should, however, be able to speak, listen, and write in English, employing at least a high school level vocabulary and correct grammar. Writing skills are necessary for completing assignments; reading skills are necessary for reading a college text and responding to test questions; and speaking is necessary to demonstrate the skills studied. The student will be expected to apply critical thinking skills including comparison and contrast, analysis, and synthesis. To improve inadequate skills for the level of this course, the student may take advantage of the college's reading and developmental English courses. Adequate English oral usage is expected for success in the course.

Course Notes and Instructor Recommendations:

Business & Professional Communication will focus on effective communication skills within the workplace. This will include interviewing, groupwork and presentation elements which will be addressed through lectures, discussions, and readings. Students will be assessed using papers, quizzes, tests, individual and group presentations and an interview project.

Students need to access course materials in Brightspace and check regularly for class information, to submit assignments and check grades. I recommend students Opt-In on notifications in Brightspace for announcements and grades posted. Students must submit assignments in Word or PDF documents. Lectures will be posted as PowerPoint slides in Brightspace. Students must have access to reliable internet and check Brightspace regularly.

Instructor Information:

Instructor Name: Katie Stevens

MCC E-mail: kstevens@mcclennan.edu

Office Phone Number: 512-966-7806

Office Location: FOB106

Office/Teacher Conference Hours: By appointment in Zoom

Other Instruction Information: If you need to contact me, I will respond within 24 hours via email during the weekdays. On weekends, I will try to respond promptly, but in some instances response time may wait until Monday, especially during holidays.

Required Text & Materials:

This course will utilize OER materials. This is a free educational textbook that can be downloaded. Click on the link below and then download the textbook.

<https://open.lib.umn.edu/businesscommunication/>

Methods of Teaching and Learning:

Classes will consist of readings, videos, lecture, quizzes, discussion, peer review and papers/outlines. For the major presentation, you will complete an outline, works cited, and audience analysis. A visual aid is required for the group presentation. Students need to access course materials in Brightspace and check regularly for class information.

Course Objectives and/or Competencies:

The Texas Higher Education Coordinating Board requires that all courses in the Foundational Component area of Communication teach these four Core Objectives:

- Critical Thinking Skills (CT): “to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.”
- Communication Skills (COM): “to include effective development, interpretation and expression of ideas through written, oral and visual communication.”
- Teamwork (TW): “to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.”
- Personal Responsibility (PR): “to include the ability to connect choices, actions and consequences to ethical decision-making.”

Learning Outcomes: Upon successful completion of this course, students will

1. Demonstrate communication competence and critical thinking through an understanding of the foundational communication models. (CT, COM)
2. Demonstrate essential public speaking skills in professional presentations. (COM)
3. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership and performance appraisals.) (COM, TW, PR)
4. Apply essential dyadic and small group processes as they relate to the workplace. (TW, PR)
5. Utilize various technologies as they relate to competent communication. (CT, COM)

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6. Demonstrate effective cross-cultural communication. (CT, COM, TW, PR)
7. While specific assignments will vary with each instructor, the following assignments, having an organizational focus, are required for all students taking Speech 1321: Informative presentation, Persuasive presentation, Employment interview, Team presentation, PowerPoint designed media aid presentation.

Course Attendance/Participation Guidelines:

If a student is not in attendance in accordance with the policies/guidelines of the class as outlined in the course syllabus as of the course census date, faculty are required to drop students from their class roster prior to certifying the respective class roster. A student's financial aid will be re-evaluated accordingly and the student will only receive funding for those courses attended as of the course census date.

Before the 60% point of the semester, a student who is absent for 25% or more of a face-to-face or blended course or who misses 25% or more of assigned work for an online course will be withdrawn from the course with a grade of W. A student may also request to be withdrawn with a grade of W before the 60% point of the semester. After the 60% point of the semester, the student may request to be withdrawn if the student is passing, or be assigned the final grade earned at the end of the semester after grades have been updated to reflect missing work.

[Click Here for the MCC Attendance/Absences Policy](https://www.mclennan.edu/highlander-guide/policies.html)

(<https://www.mclennan.edu/highlander-guide/policies.html>)

Click on the link above for the college policies on attendance and absences. Your instructor may have additional guidelines specific to this course.

Late Work, Attendance, and Make Up Work Policies:

Students are expected to complete all written work, quizzes, and presentations on time. Any late work will receive a 10 percent penalty for each class day after assignment. If you know that you will be unable to complete an assignment or speech as scheduled, communicate with the instructor ahead of time and something might be arranged to avoid the penalty.

Each student can get a quiz reopened once by requesting it via email. Discussion Boards will not be reopened late. There are no make-up exams. If you miss a test, you will need to take the final exam to be able to drop your missed test score.

Course Grading Information:

- *Attendance:* Attendance will be monitored and graded through weekly discussions and quizzes.
 - *Discussions:* For each thread, you should respond to the discussion question and also respond to two other classmates.
 - Your initial response must be at least 150 words.
 - Your responses to other posts must be at least 50 words.
 - Discussions are worth 10 points each (6 points for initial post, 2 points for each response).
 - *Quizzes:* There are 10 Chapter Quizzes that must be taken in Brightspace, worth 10 points each.
 - Each student will answer 5 questions from the chapter, with each question worth 2 points.
 - The quizzes are not timed and questions will be randomized. Each quiz may be taken up to 3 times and the highest quiz grade will be recorded.
 - *Note:* For Quiz 10, you will email your Outline rough draft for feedback.
- *Article Assignments:* There will be 3 article assignments completed during the first unit of the course.
 - For each article assignment, you will find an article from a newspaper, journal or magazine that relates to the material covered in that section.
 - You will submit a paper summarizing the article information, identifying vocabulary terms from the material and applying the article to business and communication.
 - After the articles are completed, you will prepare a “TedTalk” style presentation about the findings from the article.
- *Interview Assignment:* Students will complete an informational interview to gain insights into prospective career fields and employ effective interview skills.
 - Students will set up an interview with a professional in their field of interest.
 - Students will conduct the interview to seek information about the potential career and organizational expectations.
 - Once completed, a survey will be completed by the professional and student evaluating the effectiveness of their interview skills.
 - Students will also submit a professional resume and reflection paper about their findings during the interview.
- *Group Assignment:* There will be one presentation completed with an assigned group.

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- Group assignments will be assigned by the instructor and communicated within Brightspace initially. Once initial contact is established, groups may communicate in other formats, like GroupMe or Google MeetUp.
 - The group will create a business and then present 10-15 minutes about that organization.
 - Each group member must cite one source during the presentation.
 - The group will receive a grade based on the group presentation and an individual peer evaluation portion.
- *Persuasive Presentation:* There will be an individual persuasive presentation on a topic of your choice.
 - The speech is 5-7 minutes long and includes 4 sources that must be cited verbally during the presentation.
 - An outline, bibliography and audience analysis paper will be submitted on Brightspace.
 - A question-answer portion will be completed at the end of the presentation.
 - Students will view classmates' speeches and complete 10 peer review sheets, answering 4 questions about each speaker.
 - Also, you will submit a self-reflection paper explaining three things that you did well and three areas to improve from your presentation.
- *Grades will be divided as follows:*

○ Discussions	100pts
○ Quizzes	100pts
○ Article Assignments	300pts
○ Interview Assignment	150pts
○ Group Assignment	100pts
○ Persuasive Presentation	<u>250pts</u>
	1000pts

A=900-1000; B=800-899; C=700-799; D=600-699; F=000-599

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Course Outline or Schedule:

Assignments listed should be completed by Sundays at 11:59pm in Brightspace.

<i>Date</i>	<i>Coursework</i>	<i>Deadline</i>
Module 1		
8/21-27	Look over Syllabus Complete Orientation Quiz Post in Discussion Board 1	August 27 th
Module 2		
8/28-9/3	Read Chapters 1 & 16 Watch Self-Awareness Videos Complete Quiz 2 Post in Discussion Board 2	September 3 rd
Module 3		
9/5-10	Submit Article Assignment #1 Submit TedTalk #1	September 10 th
Module 4		
9/11-17	Read Chapters 2 & 17 Watch Listening Videos Complete Quiz 3 Post in Discussion Board 3	September 17 th
Module 5		
9/18-24	Submit Article Assignment #2 Submit TedTalk #2	September 24 th
Module 6		
9/25-10/1	Read Chapter 18 Watch Nonverbal Videos Complete Quiz 4 Post in Discussion Board 4	October 1 st

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Module 7 10/2-8	Submit Article Assignment #3 Submit TedTalk #3 Read over Interview Assignment	October 8 th
Module 8 10/9-15	Read Interview Chapter Watch Interview Videos Complete Quiz 5 Post in Discussion Board 5 Begin Group Assignment	October 15 th
Module 9 10/16-22	Read Chapter 19 Watch Group Videos Complete Quiz 6 Post in Discussion Board 6	October 22 nd
Module 10 10/23-29	Submit Group Presentation Submit Group Peer Evaluations	October 29 th
Module 11 10/30-11/5	Look over Persuasive Assignment Read Chapters 3 & 10 Complete Quiz 7 Post in Discussion Board 7 Submit Interview Assignment	November 5 th
Module 12 11/6-12	Read Chapters 11 & 12 Complete Quiz 8 Post in Discussion Board 8 Submit Audience Statements	November 12 th
Module 13 11/13-19	Read Chapters 13 & 14 Complete Quiz 9 Post in Discussion Board 9	November 19 th

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Module 14

11/20-26

Email Outline rough draft for feedback (Quiz 10) November 26th

Module 15

11/27-12/3

Submit Persuasive Outline & Work Cited
Post Persuasive Speech Video
Submit Self-Reflection Paper

December 3rd

Module 16

12/4-6

Submit Persuasive Speech Peer Reviews
Post in Discussion Board 10

December 6th

Tips for Online Learning:

1. **Create a space** for completing your schoolwork. Find somewhere quiet and comfortable and free of distractions.
2. **Create a schedule** for completing your weekly assignments. Try to find a consistent time daily/weekly where you can focus on your courses.
3. **Ask questions** when needed. Although learning is virtual, the instructor is available for questions. Check in periodically with your instructor.
4. **Read instructions carefully.** At the start of the course, read the syllabus and keep it handy to refer back to instructions. Make sure you read posted announcements since they contain weekly instructions. When working on an assignment, read over the instructions when you start and then read them again before submitting your work to make sure you completed it correctly and are submitting it in the correct format.
5. **Connect to the material.** Remember that you want to take the time to understand and think about the material you're learning about. Don't just check boxes and move on. Consider how this can be used in your life and make connections to the concepts you see.



Student Behavioral Expectations or Conduct Policy:

- 1) Be respectful to other students and the instructor. Students should conduct themselves professionally during discussions and groupwork.
- 2) Check BrightSpace for grades and other materials and Opt-in for notifications to receive announcements from class.
- 3) Work must be submitted via Brightspace by the posted deadlines. Any late work receives a ten percent penalty for each day it is submitted late. Assignments are due on the assigned due date.
- 4) Check over the assignment instructions before submitting an assignment. Check that you've included all items required before submitting.
- 5) When you submit an item, check that you submitted the correct document in .doc or .pdf format. The item submitted will be assigned a grade. If it is the wrong document or if it cannot be opened due to being in the wrong format, it will be graded as a zero.
- 6) Remember Murphy's Law: what can go wrong, will go wrong. Do not wait until the last minute to submit assignments or coursework, since an issue may arise that delays submission and pushes it past the deadline.
- 7) If you have questions at any time, please email, text or call. If you do not receive an email response within 24 hours during the week or 48 hours on weekends, resend it. Communication is key!



Updated 07/18/2023



ACADEMIC RESOURCES/POLICIES

Accommodations/ADA Statement:

Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. For additional information, please visit www.mclennan.edu/disability.

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:

disabilities@mclennan.edu 2542998122 Room
319, Student Services Center

Title IX:

We care about your safety, and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the acting Title IX Coordinator at titleix@mclennan.edu or by calling, Dr. Claudette Jackson, (Accommodations/Title IX) at (254) 299-8465. MCC employees are mandatory reporters and must report incidents immediately to the Title IX Coordinator. Individuals may also contact the MCC Police Department at (254) 299-8911 or the MCC Student Counseling Center at (254) 299-8210. The MCC Student Counseling Center is a

confidential resource for students. Any student or employee may report sexual harassment anonymously by visiting <http://www.lighthouse-services.com/mclennan/>. Go to McLennan's Title IX webpage at www.mclennan.edu/titleix/. It contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence, or domestic violence.

Student Support/Resources:

MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at <http://www.mclennan.edu/campus-resource-guide/>

Academic Support and Tutoring is here to help students with all their course-related needs. Specializing in one-on-one tutoring, developing study skills, and effectively writing essays. Academic Support and Tutoring can be found in the Library and main floor of the Learning Commons. This service is available to students in person or through Zoom. You can contact the Academic Support and Tutoring team via Zoom or email (ast@mclennan.edu) by going to our website (<https://www.mclennan.edu/academic-support-and-tutoring/>).

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources or want to explore strategies for balancing life and school, we encourage you to contact either MCC CREW – Campus Resources Education Web by calling (254) 299-8561 or by emailing crew@mclennan.edu or a Success Coach by calling (254) 299-8226 or emailing SuccessCoach@mclennan.edu. Both are located in the Completion Center located on the second floor of the Student Services Center (SSC) which is open Monday-Friday from 8 a.m.-5 p.m.

Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff. To schedule an appointment, go to https://mclennan.co1.qualtrics.com/jfe/form/SV_07byXd7eB8iTqJg. Both the Completion Center and Paulanne's Pantry are located on the second floor of the Student Services Center (SSC).

MCC Foundation Emergency Grant Fund:

Unanticipated expenses, such as car repairs, medical bills, housing, or job loss can affect us all. Should an unexpected expense arise, the MCC Foundation has an emergency grant fund that may be able to assist you. Please go to

<https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html>

to find out more about the emergency grant. The application can be found at

https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf.

MCC Academic Integrity Statement:

Go to www.mclennan.edu/academic-integrity for information about academic integrity, dishonesty, and cheating. The unauthorized use of artificial intelligence (AI) for classwork can be a violation of the College's General Conduct Policy. Whether AI is authorized in a course and the parameters in which AI can be used in a course will be outlined by each instructor.

Minimum System Requirements to Utilize MCC's D2L|Brightspace:

Go to <https://www.mclennan.edu/center-for-teachingandlearning/FacultyandStaffCommons/requirements.html> for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

Minimum Technical Skills:

Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

Backup Plan for Technology:

In the event MCC's technology systems are down, you will be notified via your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

Email Policy:

McLennan Community College would like to remind you of the policy (<http://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf>) regarding college email. All students, faculty, and staff are encouraged to use their McLennan email addresses when conducting college business.

A student's McLennan email address is the preferred email address that college employees should use for official college information or business. Students are

expected to read and, if needed, respond in a timely manner to college emails. For more information about your student email account, go to www.mclennan.edu/studentemail.

Instructional Uses of Email:

Faculty members can determine classroom use of email or electronic communications. Faculty should expect and encourage students to check the college email on a regular basis. Faculty should inform students in the course syllabus if another communication method is to be used and of any special or unusual expectations for electronic communications.

If a faculty member prefers not to communicate by email with their students, it should be reflected in the course syllabus and information should be provided for the preferred form of communication.

Email on Mobile Devices:

The College recommends that you set up your mobile device to receive McLennan emails. If you need assistance with set-up, you may email Helpdesk@mclennan.edu for help.

You can find help on the McLennan website about connecting your McLennan email account to your mobile device:

- [Email Setup for iPhones and iPads](#)
- [Email Setup for Androids](#)

Forwarding Emails:

You may forward emails that come to your McLennan address to alternate email addresses; however, the College will not be held responsible for emails forwarded to an alternate address that may be lost or placed in junk or spam filters.

For more helpful information about technology at MCC, go to [MCC's Tech Support Cheat Sheet](#) or email helpdesk@mclennan.edu.

Disclaimer:

The resources and policies listed above are merely for informational purposes and are subject to change without notice or obligation. The College reserves the right to change policies and other requirements in compliance with State and Federal laws. The provisions of this document do not constitute a contract.