

McLennan

C O M M U N I T Y

COLLEGE

WACO, TEXAS

COURSE SYLLABUS

AND

INSTRUCTOR PLAN

BUSINESS & PROFESSIONAL COMMUNICATION

SPCH-1321-088

KATIE STEVENS

NOTE: This is a 16-week course.

NOTE: This is an Online course.

COVID 19 Notice:

McLennan Community College is committed to providing you with every resource you need to reach your academic goals. We are also concerned for your safety. We are working through COVID-19 guidelines to make sure we offer a safe environment for you and our faculty. This will include smaller class sizes to manage social distancing and proper cleaning techniques. You will have the advantage of a physical classroom experience but may also need to work part of the time online as we adjust to limited classroom capacity. This will also allow us the flexibility to move online if so directed by federal, state and/or local COVID 19 guidelines. Faculty and staff are preparing now to ensure that you have the best experience in the midst of these uncertain times.

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:

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. All assignments will be submitted in Brightspace and grades/feedback will be posted in Brightspace. Presentations must be recorded and students will create and submit a link for their video. This can be completed in YouTube through your student email. Students should be familiar with Zoom and create a free account, which will be used for the group presentation. Students must have access to reliable internet and check Brightspace regularly.

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/>

Instructor Information:

Instructor Name: Katie Stevens

MCC E-mail: kstevens@mcclennan.edu

Office Phone Number: 512-966-7806

Office Location: Zoom office

Office/Teacher Conference Hours: Monday-Friday by appt on 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.

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, to submit assignments and check grades.

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)
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 Grading Information:

- *Attendance:* Attendance will be monitored and graded through chapter quizzes and discussion boards.
 - *Discussions:* For each thread, you should respond to the discussion question and also respond to two other classmates. Discussions are worth 10 points each (6 points for initial post, 2 points for each response).
 - Your initial response must be at least 150 words.
 - Your responses to other posts must be at least 50 words.
 - *Quizzes:* There are 10 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 three times and the highest quiz grade will be recorded. The lowest quiz score will be dropped.
 - For Quiz 9, you will email your Outline rough draft for feedback
- *Note: If a student fails to complete more than 8 quizzes/discussions, they will be dropped from the course. If circumstances prevent you from completing these items, please contact the instructor to see if alternative arrangements can be determined to avoid being dropped.
- *Group Assignment:* There will be one presentation completed with an assigned group.
 - Group assignments will be 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 150pts
 - Interview Assignment 150pts
 - Group Assignment 100pts
 - Persuasive Presentation 200pts
 - Midterm Exam 100pts
 - Final Exam 100pts
 - 1000pts

A=900-1000

B=800-899;

C=700-799

D=600-699

F=000-599

Late Work, Attendance, and Make Up Work Policies:

Students are expected to complete all written work, quizzes, and presentations on time.

Attendance is required and assessed through completion of chapter quizzes and discussions. If you miss 8 discussions/quizzes, you will be dropped from the course. 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.

*** [Click Here for the MCC Academic Integrity Statement](#)**

(www.mclennan.edu/academic-integrity)

The link above will provide you with information about academic integrity, dishonesty, and cheating.

*** [Click Here for the MCC Attendance/Absences Policy](#)**

(<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.

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Course Outline or Schedule:

Assignments listed should be completed by Sundays at **5pm** in Brightspace.

<u>Date</u>	<u>Coursework</u>	<u>Deadline</u>
Week 1 1/11-17	Look over Syllabus Complete Orientation Quiz Post in Discussion Board 1	January 17 th
Week 2 1/18-24	Read Chapters 1 & 16 Watch Self-Awareness Videos Complete Quiz 2 Post in Discussion Board 2	January 24 th
Week 3 1/25-31	Submit Article Assignment #1	January 31 st
Week 4 2/1-7	Read Chapter 2 & 17 Watch Listening Videos Complete Quiz 3 Post in Discussion Board 3	February 7 th
Week 5 2/8-14	Submit Article Assignment #2	February 14 th
Week 6 2/15-21	Read Chapter 18 Watch Nonverbal Videos Complete Quiz 4 Post in Discussion Board 4	February 21 st
Week 7 2/22-28	Submit Article Assignment #3	

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	Look over Interview Assignment	February 28 th
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Week 8 3/1-7	Read Interview Chapter Watch Interview Videos Complete Quiz 5 Post in Discussion Board 5	March 7 th
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3/8-14	<i>Spring Break-No Class</i>	
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Week 9 3/15-21	Begin Group Assignment Read Chapter 19 Watch Group Videos Complete Quiz 6 Post in Discussion Board 6	March 21 st
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Week 10 3/22-28	Work on Group Assignment Submit Interview Assignment Take Midterm Exam	March 28 th
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Week 11 3/29-4/4	Submit Group Presentation Submit Group Peer Evaluations	April 4 th
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Week 12 4/5-11	Look over Persuasive Assignment Read Chapters 3 & 10 Complete Quiz 7 Post in Discussion Board 7	April 11 th
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Week 13 4/12-18	Read Chapters 11 & 12 Complete Quiz 8	
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Post in Discussion Board 8
Work on Persuasive Assignment

April 18th

Week 14

4/19-25

Read Chapters 13 & 14
Complete Quiz 9
Email Outline rough draft for feedback (Quiz 10)
Post in Discussion Board 9

April 25th

Week 15

4/26-5/2

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

May 2nd

Week 16

5/3-6

Submit Persuasive Speech Peer Reviews
Post in Discussion Board 10
Final Exam

May 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.
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.

** You will need to access each link separately through your Web browser (for example: Mozilla Firefox, Chrome, Microsoft Edge or Safari) to print each link's information.*

Student Behavioral Expectations or Conduct Policy:

- 1) Be respectful to other students and the instructor. Students should conduct themselves professionally in discussion posts and video presentations.
- 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 at 5pm 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 miss a speech, you can replace one speech at the end of the semester by taking the final exam. If no speeches were missed, you can redo a speech and the higher grade will be recorded. If you redo a speech, the same requirements must be submitted.
- 8) 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!



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ACADEMIC RESOURCES/POLICIES

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/>

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 a success coach by calling (254) 299-8226. Students can visit the Completion Center Monday-Friday from 8 a.m.-5 p.m. to schedule a meeting with a success coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff based on household size. Text (254) 870-7573 to schedule a pantry appointment. The Completion Center and 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.

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 contacted/notified through 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.

* [Click Here for the Minimum System Requirements to Utilize MCC's D2L|Brightspace](https://www.mclennan.edu/center-for-teaching-and-learning/Faculty%20and%20Staff%20Commons/requirements.html)
(<https://www.mclennan.edu/center-for-teaching-and-learning/Faculty%20and%20Staff%20Commons/requirements.html>)

Click on the link above for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

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.

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 her/his 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.

Forwarding Emails:

You may forward the 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 become lost or placed in junk or spam filters.

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. Instructors should not provide accommodations unless approved by the Accommodations Coordinator. For additional information, please visit mclennan.edu/disability.

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

disabilities@mclennan.edu

254-299-8122

Room 319, Student Services Center

* [Click Here for more information about Title IX](http://www.mclennan.edu/titleix)
(www.mclennan.edu/titleix)

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 Title IX Coordinator at

titleix@mclennan.edu or by calling Dr. Drew Canham (Chief of Staff for Equity & Inclusion/Title IX) at 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC by calling 299-8210. The MCC Student Counseling Center is a confidential resource for students. Any student or employee may report sexual harassment anonymously by visiting the following website: <http://www.lighthouse-services.com/mclennan/>.

McLennan's Title IX webpage (<http://www.mclennan.edu/titleix/>) 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.

** You will need to access each link separately through your web browser (for example Mozilla Firefox, Chrome, Microsoft Edge, or Safari) to print each link's information.*