

McLennan C O M M U N I T Y C O L L E G E

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 including your safety. We will continue to monitor the evolving situation with COVID 19 and adjust our safety guidelines to make sure we offer a safe environment for you and our faculty. Please make sure to consult your faculty and the MCC website at <https://www.mclennan.edu/crisis-management/coronavirus-updates/index.html> on any changes to these guidelines.

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@mclennan.edu

Office Phone Number: 512-966-7806

Office Location: FOB106

Office/Teacher Conference Hours: MWF Zoom by appt.

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)
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 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 16 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.
 - The lowest quiz score will be dropped.
 - *Note:* For Quiz 9, 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.
 - 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	150pts
○ Persuasive Presentation	<u>200pts</u>
	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. Any late work will receive a 10 percent penalty for each class day after assignment is due. 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. All students are permitted to make up or redo one speech during the final exam date.

[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.

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Course Outline or Schedule:

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

<u>Date</u>	<u>Coursework</u>	<u>Deadline</u>
Week 1		
1/10-16	Look over Syllabus Complete Orientation Quiz Post in Discussion Board 1	January 16 th
Week 2		
1/18-23	Read Chapters 1 & 16 Watch Self-Awareness Videos Complete Quiz 2 Post in Discussion Board 2	January 23 rd
Week 3		
1/24-30	Submit Article Assignment #1 Submit TedTalk #1	January 30 th
Week 4		
1/31-2/6	Read Chapter 2 & 17 Watch Listening Videos Complete Quiz 3 Post in Discussion Board 3	February 6 th
Week 5		
2/7-13	Submit Article Assignment #2 Submit TedTalk #2	February 13 th
Week 6		
2/14-20	Read Chapter 18 Watch Nonverbal Videos Complete Quiz 4 Post in Discussion Board 4	February 20 th
Week 7		
2/21-27	Submit Article Assignment #3 Submit TedTalk #3 Begin Interview Assignment	February 27 th

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Week 8

2/28-3/6

Read Interview Chapter
Watch Interview Videos
Complete Quiz 5
Post in Discussion Board 5

March 6th

3/7-13

Spring Break -No Class

Week 9

3/14-20

Begin Group Assignment
Read Chapter 19
Watch Group Videos
Complete Quiz 6
Post in Discussion Board 6

March 20th

Week 10

3/21-27

Work on Group Assignment
Submit Interview Assignment

March 27th

Week 11

3/28-4/3

Submit Group Presentation
Submit Group Peer Evaluations

April 3rd

Week 12

4/4-10

Look over Persuasive Assignment
Read Chapters 3 & 10
Complete Quiz 7
Post in Discussion Board 7

April 10th

Week 13

4/11-17

Read Chapters 11 & 12
Complete Quiz 8
Post in Discussion Board 8
Work on Persuasive Assignment

April 17th

Week 14

4/18-24

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

April 24th

Week 15

4/25-5/1

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

May 1st

Week 16

5/2-4

Submit Persuasive Speech Peer Reviews
Post in Discussion Board 10

May 4th

Student Behavioral Expectations or Conduct Policy:

- 1) Be respectful to other students and the instructor. Students should conduct themselves professionally as speakers and audience members.
- 2) Check BrightSpace for grades and other materials and Opt-in for notifications to receive announcements and grades 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.
- 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.



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.



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COLLEGE

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

254-299-8122

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 Title IX Coordinator at titleix@mclennan.edu or by calling Dr. Drew Canham (Chief of Staff for Diversity, Equity & Inclusion/Title IX) at (254) 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC 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/>

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 or emailing SuccessCoach@mclennan.edu. Students may 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.

MCC Academic Integrity Statement:

Go to www.mclennan.edu/academic-integrity for information about academic integrity, dishonesty, and cheating.

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

Go to <https://www.mclennan.edu/center-for-teaching-and-learning/Faculty-and-Staff-Commons/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.

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.

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.

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.