

ANGELINA COLLEGE FINE ARTS DIVISION

BUSINESS AND PROFESSIONAL SPEAKING - INTERNET

Fall 2017 (Revised 8/22/17)

Instructional Syllabus

I. COURSE DESCRIPTION: *(as stated in the bulletin, including necessary pre-requisite courses, credit hours)*

Speech 1321 – Business Speech. This class introduces communication skills needed in business and professional contexts. The focus is on developing a working knowledge of theory and skills for interpersonal communication, groups, teams, and presentations. Three credit hours awarded for completion of the course.

INTENDED AUDIENCE

The intended audience is any student who desires to improve public speaking skills.

INSTRUCTOR

Instructor: Ms. Suzi Honeywell

Office: Polk County Center

Office hours: By Appointment

Telephone: (936) 633-3211

Email: shoneywell@angelina.edu ***BEST METHOD FOR COMMUNICATION – EMAIL THROUGH BLACKBOARD

II. INTENDED STUDENT OUTCOMES

A. Core Objectives Required for this Course

1. Critical Thinking: to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2. Communication: to include effective development, interpretation and expression of ideas through written, oral and visual communication
3. Social Responsibility: to include the ability to connect choices, actions, and consequences to ethical decision making.

B. Course Learning Outcomes for all Sections - Upon successful completion of this course, students will:

1. Recognize and understand the foundational models of communication.
2. Apply elements of audience analysis.
3. Demonstrate ethical speaking and listening skills.
4. Research, develop, and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
5. Demonstrate effective usage of technology when researching and presenting speeches.
6. Understand how culture, ethnicity, and gender influence communication.
7. Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative, or persuasive).

III. ASSESSMENT MEASURES OF STUDENT LEARNING OUTCOMES

A. Assessments for the Core Objectives:

1. **Critical Thinking:** Students are assessed through questions embedded in exams, which reflects evaluation of persuasive speeches. The questions embedded in exams will measure selection and understanding of information, application of material, analyzing points of view and arguments, and formulating solutions.
2. **Communication:** Students are assessed by means of a rubric which reflects evaluation of written, oral, and visual communication skills in a speech that utilizes a visual aid. Students will be assessed by means of the standardized AC rubric for Communication.
3. **Social Responsibility:** Students are assessed through questions embedded in exams. These questions will reflect evaluation of intercultural competencies, civic responsibility, and community engagement.

B. Assessments for Course Learning Outcomes (interim)

- 1.. Students will demonstrate recognition and understanding of the foundational models of communication through questions embedded in exams.
2. Application of the elements of audience analysis will be reflected through questions embedded in exams.
3. Students will demonstrate ethical speaking and listening skills through the presentation of persuasive speeches.
4. Students will present four extemporaneous speeches evaluated by a grading rubric gauging verbal and nonverbal techniques. Works cited pages will be submitted as well as an outline to evaluate research and development.
5. Students will demonstrate the effective use of technology by using presentation software in at least one presentation.

6. Students will demonstrate an understanding of how culture, ethnicity, and gender influence communication through questions embedded in exams.

7. Students will demonstrate comprehension of presentation skills for a variety of speeches throughout the semester.

III. INSTRUCTIONAL PROCEDURES

Methodologies, which are utilized in presenting course content, include but are not limited to lectures, class discussions, student presentations, journal writing, audiovisual presentations, role-play activities, and small group scenarios.

IV. COURSE REQUIREMENTS AND POLICIES:

A. Required Textbooks, Materials and Equipment –Communicating at Work: Strategies for Success in Business and the Professions, 11th edition. Ronald B. Adler, Jeanne Marquardt Elmhorst. A video Camera or Web Cam for taping speeches. Computer capabilities to upload video using Acclaim.

***Note: You will be taping your speeches and submitting them via Blackboard. Please make certain that your computer is capable in handling a video recording!**

B. Assignments – (*Appropriate due dates, schedules, deadlines*)

1. Performance assignments:

Each student enrolled in SPCH 1321 is expected to complete four (4) individual speeches during this semester. Each speech will be assigned a numeric grade ranging from “0” to “100”. Each speech is critiqued and graded according to the guidelines on the Specific Critique Sheets that is available under the “Speech Information” tab which is located under the Main tab of “Information.

When a student fails a speech, his/her failure is almost always due to one or more of the following problems: (1) he/she is not prepared to speak; (2) he/she fails to meet the requirements of a specific speaking assignment; (3) he/she fails to follow the required dress code for speakers; (4) he/she reads a speech rather than delivering it extemporaneously; (5) the video recording does not playback properly; or (6) the required audience is not present for the speech and shown at the beginning of the speech.

In addition, each of the “Speaking Assignments” has a specific time requirement. Each student must keep his/her presentations within these time requirements. **A penalty of one point per 10 seconds** will be deducted from the student’s grade for all deviations from the required time limits on each speech. Several weeks of the semester will be allotted for student speeches.

2. Performance:

Speeches are to be extemporaneous. Therefore, they are to be prepared beforehand. A complete outline and grading sheet must be submitted as required by the instructor, to the Assignment area. The speech is uploaded to Acclaim and titled as Speech 1,2,3,4. All outlines must be typed. Speeches are not permitted without an outline and a critique sheet. (Top portion filled out). These sheets must be attached to the Speech Assignment. Accompanied with a power point presentation if required.

3 Calendar:

If there is a reason to adjust due dates a new calendar to the syllabus, a note will be posted. Always check the modification date; located after the syllabus listing for an update. An announcement will also be posted if a new calendar is posted. Modules are open for the entire dates that are specified. These dates are solid. You may also see the due dates when you view the Assignments/Assessments by clicking on the side bar links. These items will appear when the beginning date starts. They will disappear when the due date has passed.

C. Class Policies

- 1. Academic Assistance** If you have a disability (as cited in Section 504 of the Rehabilitation Act of 1973 or Title II of the Americans with Disabilities Act of 1990) that may affect your participation in this class, you should see Sellestine Hunt Associate Dean of Student Services, Student Center, Room 200. At a post-secondary institution, you must self-identify as a person with a disability; Ms. Hunt will assist you with the necessary information to do so. To report any complaints of discrimination related to disability, you should contact Mr. Steve Hudman, Dean of Student Affairs, in Student Center, Room 101, [\(936\) 633-5292](tel:9366335292) or by email shudman@angelina.edu.

ABSENCE: As the attendance policy in the Angelina College Policies & Procedures Manual states, instructors may drop students from class after 3 consecutive or 4 cumulative absences (3 times tardy = 1 absence). However, **it is ultimately YOUR responsibility to drop from the class**, or you may receive an “F” for your final grade. If you return to class after an extended absence, it is the instructor’s discretion whether or not to allow you back into class. **I will check the discussion area to tract your attendance. Please post information as required. This will be your attendance grade.**

ASSIGNMENTS: must follow the written instructions and formats explained. Failure to do so could result in a significant grade deduction. Instructions for all written assignments will be distributed as assigned.

LATE WORK & EXTRA CREDIT: **Oral presentations and tests must be delivered/taken when scheduled, or you will receive a zero for the assignments missed.** See form entitled “Extra Credit Opportunities” for more information.

V. COURSE CONTENT

A. Content/Topics

Modules are as follows:

Module 1: Chapters 1,2,4 : September 5 to September 24; NOON

Module 2: Chapters 3,5,8,9: September 24 to October 16; NOON

Module 3: Chapters 6,7,10, 11: October 16 to November 6; NOON

Module: 4: Chapters: 3,12,13: November 6 to December 5; NOON

Final Exam: To be determined

We do **NOT** use the embedded calendar that is within the Blackboard content.

VI. EVALUATION AND GRADING

A. Assessment Criteria FOR Oral Presentations

100-90="A"-An outstanding speech. Clear purposes well adapted to needs and interests of the audience. Excellent eye contact, posture, and gestures. Excellent content, well-organized, excellent wording and overall delivery, and a well-prepared outline.

89-80="B"-A speech approaching the qualities of an "A" speech. No major weaknesses, but not achieving the highest standard of excellence.

79-70="C"-An acceptable, average speech. Clear purpose, adequate support, and apparent organization. Meets minimum requirements for a speech.

69-60="D"-Unclear purpose and serious deficiencies in some, and perhaps all, areas of content, organization, wording, and delivery, and/or serious deficiencies in meeting major criteria established for that speech.

59 and below="F"-An unacceptable speech that reveals a lack of preparation and/or poor delivery. The video portion of the speech is not attached to the assignment or is not viewable. The audience is not shown and/or available for the speech.

B. Determination of Grade

Grading: Speeches, written work, and tests will all be weighted accordingly, as noted on the grading scale.

* See Grade Tracking Sheet

The grading scale is as follows:

Oral Speaking performances	400 Points
Attendance (Quizzes)	100 Points
Participation (Discussions)	50 Points
Exams	250 Points
Non Verbal Experiment	50 Points
Critiques	50 Points
Community Service	50 Points
Resume	50 Points

TOTAL POINTS: 1,000

There is a Grade Tracking Sheet under the “Information” tab subtitled “Grade Information”. This sheet can be used by the student to calculate the actual points received. However; Blackboard keeps a running total.

C. Examinations: There will be FOUR electronic examinations over text material and class presentations/lectures/discussions as noted in the proposed class schedule. The final exam will be comprised a comprehensive written analysis/evaluation.

VII. SYLLABUS MODIFICATION: Due to the nature of this class, flexibility in the class schedule and/or changes to the syllabus may be necessary. In some cases, a single class day may be the only notification you will receive; otherwise, at least one week’s notice will be given. If numerous changes are made, revised schedules will be provided.

Class Policies for Performance

- 1. Student speakers are required to have an audience of at least three members. You MUST show this audience prior to speaking.** This view is included in your total time. You will receive a zero for your speech if you do not fulfill this requirement.
2. Student speakers are expected to rely on the experiences and observations of others. Specifically, several of the speech categories in this course require students to do research and to give credit where credit is due. When using the words of another, or when using ideas or materials drawn from a specific source, the speaker must cite his/her source of information. Speakers cite sources for two good reasons: (1) just because a speaker says something does not make it so, and (2) it lends authority to the material presented. Remember, plagiarism is as serious in speaking as it is in writing. If the instructor determines that any part of a speech was plagiarized, the student will receive a failing grade for the speech and could possibly face expulsion from Angelina College.
3. If a student misses giving a speech without just cause, he/she will receive a zero for the speech. She/he will not give the speech at a later time and he/she will forfeit that speaking category. Make-up speeches for students who have a legitimate reason for missing class must be arranged with the instructor. A student who does have a legitimate emergency is responsible for **contacting the instructor by email via Blackboard before the due date of the required speech.** It will be determined by the instructor if the excuse is of a genuine and rightful nature when the speech will be made-up. If the student misses this make up time, an **automatic zero** will be recorded for that particular speech.
4. All students are expected to dress accordingly for class presentations. For the men, this expectation requires a minimum of dress slacks, a belt a dress shirt. A suit, tie and dress shoes are preferred. For the ladies, this expectation requires a dress or coordinated skirt-and blouse: a ladies suit is preferred. As a guiding principle, each student should dress as he/she would for an important job interview. **This dress code is a requirement: it is not an option.** The student will **use discretion when selection appropriate dress attire.** For example: **If you are informing the audience how to change the oil in your car; then you would wear overalls, etc. or if you are persuading us that your chocolate cream pie is the best; you would dress casual with an apron, or if you are presenting a speech that urges your audience on the importance of voting then you would dress in your "Sunday Best"!** The student **MUST** display the full body shot prior to speaking! If I cannot see the attire, you will lose the total points for appearance on the critique sheet.
5. All students are required to read and follow the Orientation Checklist. This can be found under the "Information" tab under Speech Information. The discussion board has an area that the student is to post the clear understanding of the material. **Please do not agree to this posting until you have completed ALL items listed on the Orientation Checklist. This is your agreement statement and you will be held accountable for this agreement!**
6. **The video must be uploaded to Acclaim and labeled correctly. If the video is set to private, the video is sideways or the sound is off on the video, you will receive a zero for the speech.**
7. **After the Modules are closed, I will grade your speeches. I will submit the Critique Sheet back to you with the graded information. Please read this remittance; so that you will not make the same errors on your future speeches.**
8. **The outline must be attached to the assignment. This outline must be typed using the standard format. An example of the outline with a "sample" is located in the Speech Information of your Blackboard course.**

*** If a Power Point is required for the speech. You MUST attach it to the assignment. You will use this as your visual aid during your presentation, however; I do NOT need to see it in the video. I will be viewing it as I watch you, because you have attached it. I NEED to see you and ONLY you are you present.**

Speaking Assignments

Note: All speeches are to be extemporaneous, given with notes but with prior practice.

Each speaker should give careful attention to an outline that supports a clear three-part organization, including an introduction, body and conclusion for all speeches except the PSA. This outline, grading critique and/or Power Point presentation **MUST** be attached to the Assignment. If any of these items are not attached the student will receive a zero for the speech. The YouTube link that goes directly to the speech **MUST** also be listed in the box provided in the specific Assignment area for each speech. Please pay attention to specific requirements for each category.

A. Informative (3-5 minutes)

The emphasis of this assignment is to develop and deliver a clear and concise speech that explains something that is informative, socially significant and intellectually challenging. to your audience. You should choose a topic that is **of interest** to you. The more that you know about this topic...the better you will be able to educate your audience. You **Must** submit the **Auto/ Informative/Persuasive Critique sheet**. You must **use at least two (2) supporting details**.

B. PSA (2-4 minutes)

The topic should be informative and challenging to this audience. (Do not tell things that are common knowledge or that are trivial). You must act as if you are a reporter evaluating an event. Your topic **MUST** relate to "need for change". Your announcement must have these basic parts: **Attention, Need, Satisfaction, Visualization, and Action**. You must **use at least two (2) supporting details**. The required visual aid **must be a Power Point** presentation.

C. Interview Speech (8-10 minutes)

To be ANNOUNCED

D. Persuasive (4-6 minutes)

This speech **MUST** cover a current Event. You must take a stand on the topic. You must be a proponent or an opponent of the event. This is persuasive in nature. Therefore, you are advocating a **CHANGE**. Your goal is to change the view of the audience, (or at least one member of the audience). Stand up for your opinions, document them, support them with citations, statistics, and/or examples.

The required visual aid **must be a Power Point** presentation**. Please discuss, with the instructor, other acceptable visual aids. You must **use at least two (2) supporting details**. Appropriate Dress for the Speech is Mandatory!! You must dress as if you are speaking to an audience in which you have supporters as well as non-supporters. You must appear professional. Your dress must fit your topic.

You **MUST** use at least **three** different supporting materials. Written as well as verbally stated. You **MUST** use a visual aid, according to guidelines presented in the text and the lecture notes (The materials that are necessary for the presentation do not count as the visual aid). The required visual aid **must be a Power Point** presentation. Please discuss, with the instructor, other acceptable visual aids. Your presentation skills should include all items that are listed on the **PSA CRITIQUE sheet**. You must **use at least two (2) supporting details**.

- Details for each of the above stated required speeches can be found under the Information tab; Speech information. The speech information, specific critique sheet, sample outline and requirements are all detailed in this section of Blackboard.

** If a Power Point is required for the speech. You **MUST** attach it to the assignment. You will use this as your visual aid during your presentation, however; I do **NOT** need to see it in the video. I will be viewing it as I watch you, because you have attached it. I **NEED** to see you and **ONLY** you. (PSA and Persuasive speeches).