

South Plains College
Common Course Syllabus: SPCH1321
Spring 2025

Department: Communications
Discipline: Speech Communication
Course Number: SPCH1321
Course Title: Business & Professional Communication
Available Formats: Conventional, Internet, Hybrid
Campuses: Levelland, Reese, Plainview, Lubbock Center

Course Description and Purpose

Welcome to SPCH 1321-Business & Professional Communication! It is my sincere hope that you will learn to enjoy the process of public speaking while gaining confidence, improving your skills, and making new friends.

This course includes the basic principles of speech applied to communications in business and professional settings. The course emphasizes practice in the construction and delivery of several types of speaking situations and the application of interpersonal skills that occur in a business, organizational, or professional setting.

Prerequisite: None **Credit:** 3 **Lecture:** 3 **Lab:** 0 **This course partially satisfies a Core Curriculum Requirement:** Institutional Foundational Component Area (090)

Core Curriculum Objectives addressed

- **Communications skills**—to include effective written, oral and visual communication
- **Critical thinking skills**—to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- **Teamwork**—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**—to include the ability to connect choices, actions, and consequences to ethical decision-making.
- **Social Responsibility**—to include the demonstrated knowledge and competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

Professor Information

Professor: Rebecca Greene
Email: rgreene@southplainscollege.edu **Phone:** 806.716.2445

Face to Face Office Hours	Levelland CM 138	Lubbock Downtown Center B007
	M/W 1:30-3:00pm	T/Th 12:30-3:00pm
	F 11am-Noon	

Free Course Textbook Business Communication: Strategies for Success by Tasha Davis,
<https://sites.google.com/austincc.edu/buscommoer/home>

Supplies & Requirements

1. Textbook (see above)
2. One audio recording device (most students use a phone or laptop-ask me if you don't have something to record with BEFORE buying something)
3. Notebook(s) and pen/pencil/highlighter
4. Choice of sensory aid materials for oral presentations
5. Access to a computer and Blackboard for online activities, quizzes, and tests
6. Check Blackboard Announcements and Weekly Assignments at least 3 times per week.

Communication Plan

- Expect an email reply within approximately 24 hours on weekdays, and within 48 hours (about 2 days) on weekends or holidays. If you don't hear back from me, please contact me again. If you need an immediate answer, use Remind.
- This is the first semester I will be using Messages in Blackboard in many years. I have been assured that Messages works wonderfully now. You can also contact me via my Microsoft Office email address, posted on page 1.
- I will be posting course-related announcements in Blackboard.
- Please feel free to ask me questions AFTER you have read the relevant course information and/or watched the video if there is one. I cannot personally give instructions to each student, but I am **happy** to answer questions you have AFTER you have prepared by reading and/or watching. If it is obvious you have not read/watched, I will refer you to the correct place to get the answer.

Student 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.
2. Demonstrate essential public speaking skills in professional presentations.
3. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership and performance appraisals.)
4. Apply essential dyadic and small group processes as they relate to the workplace.
5. Utilize various technologies as they relate to competent communication.
6. Demonstrate effective cross-cultural communication.

Course Requirements for Students

1. Read the information assigned; you will be tested on this material, in addition to class lecture/discussion materials on scheduled exams.
2. Take thorough notes and study all lecture material, informational handouts, and assigned readings.
3. Actively participate in class discussions and group activities.
4. Show maturity and professionalism in the preparation of assignments and in online behavior.
5. Show courtesy to classmates/speakers.
6. Initiate consultations with the instructor when assistance is needed regarding class assignments.
7. Appropriately cite information obtained from other sources, both in written and verbal formats. Please refer to the academic honesty section below for further details.
8. Initiate withdrawal from the course if you have if absences become excessive.

Course Evaluation

Course grade will be assessed according to the completion of the following using percentages noted:

Major Presentations and Group Projects	30%
Exams, Projects, Daily Work, Class Participation	70%

Attendance Policy

Students are expected to attend all classes in order to be successful in a course. A student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus.

When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor may permit the student to make up work missed. It is the student's responsibility to complete work missed within a reasonable period of time as determined by the instructor. Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first class meeting.

Students who enroll in a course but have "Never Attended" by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records.

The department abides by this policy and enforces the following guidelines established for SPCH 1321:

1. If a student is tardy, he/she must see the instructor after class to have the absence mark removed. Two tardies (2) in a MW or TR class will constitute an absence. If a student leaves class before dismissal of the class, he/she may be counted absent.
2. Missing more than two weeks of class is considered excessive.
Example: MW/TR – 4 sick days allotted
 One day/week – 2 sick days allotted
3. Unexcused absences one day over your allotment (4) will lower your final course grade by 10 points.
4. Each subsequent absence will lower your final course total by 5 points.
5. If, in the instructor's opinion, minimum course objectives cannot be met due to absences, the student should withdraw from the course.

Student Self-Care & Mental Health

According to everydayhealth.com in an article called What is Self-Care and Why Is it Important for your Health? by Moira Lawler, "Self-care is anything you do to take care of yourself so you can stay physically, mentally, and emotionally well. Its benefits are better physical, mental, and emotional health and well-being. Research suggests self-care promotes positive health outcomes, such as fostering resilience, living longer, and becoming better equipped to manage stress.

Common examples of self-care include: maintaining a regular sleeping routine, eating healthy, spending time in nature, doing a hobby you enjoy, and expressing gratitude. Self-care can look different for everyone, but to count as self-care, the behavior should promote health and happiness for you." Ha! I am just remembering how hard it was to do most of these things in college, and that was before I was a parent and caretaker.

I care about your mental and physical health. I realize that the vast majority of students have many responsibilities and we each have different loads that we carry. I want you all to succeed. We all have problems. If there is anything I can do to help you, please let me know! Really.

SPC does have mental health information and services. This is a link to where you can find the resources online.

<https://www.southplainscollege.edu/health/studenthealth.php> This information comes from the website:

Licensed professional counseling is available free of charge to students. In-person counseling services are available on the Levelland Campus and Lubbock Downtown Center. Virtual appointments are available for all campuses.

Office Hours: Monday – Friday 8:00 am-4:00 pm

For more information, please call 806-716-2529 or email rcanon@southplainscollege.edu

Withdrawal Policy

The last day to withdraw/drop with a grade of "W" is April 24. It is the student's responsibility to withdraw from this course. Otherwise, students will be assigned their earned letter grade at the end of the course. Course averages will be updated frequently, and students can seek guidance from Professor Greene throughout the term to help decide whether they need to drop the class or not. For more information regarding drops/withdrawals, please visit

<https://www.southplainscollege.edu/admission-aid/apply/schedulechanges.php>

Late Work Policy

Quizzes, learning activities, discussions, vlogs/comments, speeches, and peer and self-evaluations are due by 11:59 pm Central Standard Time on the due date listed on the Course Schedule.

Speeches are mandatory. Because our meeting times are scheduled, **you are allowed to make-up ONE speech only**. The instructor determines the date/time of the makeup and it will result in a deduction of points of 20 pts.

Student Code of Conduct Policy

Any successful learning experience requires mutual respect on the part of the student and the instructor. Neither instructor nor student should be subject to others' behavior that is rude, disruptive, intimidating, aggressive, or demeaning. Student conduct that disrupts the learning process or is deemed disrespectful or threatening shall not be tolerated and may lead to disciplinary action and/or removal from class.

Plagiarism and Cheating

Students are expected to do their own work on all outlines, quizzes, presentations, examinations, and papers. Failure to comply with this policy will result in an F for the assignment and can result in an F for the course if circumstances warrant.

Plagiarism violations include, but are not limited to, the following:

1. Turning in an outline or paper that has been purchased, borrowed, or downloaded from another student, an online term paper site, or a mail order term paper mill.
2. Cutting and pasting together information from books, articles, other papers, or online sites without providing proper documentation.
3. Using direct quotations (three or more words) from a source without showing them to be direct quotations and citing them; or
4. Missing in-text or verbal citations.

Cheating violations include but are not limited to, the following

1. Obtaining an examination by stealing or collusion.
2. Discovering the content of an examination before it is given.
3. Using an unauthorized source of information (notes, textbook, text messaging, internet, apps) during an examination: **I expect you to use notes and the textbook for quizzes.**
4. Entering an office or building to obtain an unfair advantage.
5. Taking an examination for another.
6. Altering grade records.
7. Copying another's work during an examination or on a homework assignment.
8. Taking pictures of a test, test answers, or someone else's paper.
9. Using AI to complete an assignment with no individual creation.
10. AI can be a great way to brainstorm for or improve an assignment. It should not be used to replace your brain. AI content is often wrong.
11. Remember, AI is a tool to support your learning, but it cannot replace the critical thinking, creativity, and independent work that are integral to your academic growth.
12. When you use AI for your work, you need to cite it.

See the campus AI policy. <http://catalog.southplainscollege.edu/content.php?catoid=59&navoid=2027>

Course Organization

This course is organized into weeks. You can access the Weekly Folders by clicking on the Content link on the Navigation Bar in Blackboard. Weekly folders will contain a combination of reading assignments, lecture videos or screencasts, links to additional readings and/or video material, and other content that will help you understand the focus of that week. Additionally, there will be various assessments included in each week, such as quizzes, learning activities, major assignments discussion boards and comments, video conferences, speeches, and peer and self-evaluations. Check the course schedule to see the specific assessments included in each week and specific due dates for each assessment.

You can access your grades on the Blackboard Course Menu (My Grades). Grades will be posted after the due date and after all assignments have been graded. Speech Grading Rubrics will be made available to you when speeches are assigned so that you can prepare for my assessment methods.

Your final grade will be determined as follows:

- To earn an A, you need 89.5%
- To earn a B, you need 79.5%
- To earn a C, you need 69.5%
- To earn a D, you need 59.5%
- If your percentage is 59.4 or less, you will earn an F

If you have questions about or are concerned about a specific grade you earned, email me or visit me in virtual or face-to-face office hours to discuss the grade. If you want to appeal a grade you earned on a specific assignment, you have two weeks after the grade has been posted in Blackboard to approach me about your questions or concerns. After two weeks, I will consider the matter closed. When you approach me after viewing your grade, you are expected to have

revisited the assignment or speech description, the grading rubric, and the feedback provided to you by me.

Assignment Submissions

You will submit assignments through their designated submission link in Blackboard. On the first submission, you may have some questions. I have videos that show how to submit assignments. I usually allow unlimited submission attempts so if it does not work the first time, you can just try again. If you repeatedly submit your assignment in the wrong place or just email it to me, I will deduct 5 points from the assignment.

You are required to title your assignments in the following format: **Lastname_Firstname_Assignmentname.docx**
Example: Greene_Rebecca_PeerFeedback.docx

All text document files should be submitted as .docx or .pdf files. I will ask you **once** to convert a .pages or other file to a .pdf file, and after that incorrect file types will receive a 0.

Grade Distribution

BOLD items are major assignments.

Participation/Activities/Attendance	15%-all participation points averaged
Quizzes	10%-all quiz scores averaged
Test 1	7%-100 points
Test 2	8%-100 points
Test 3	10%-100 points
Resume Assignment	10%-100 points
Career Research Interview	10%-100 points
Informative Presentation	10%-100 points
Persuasive Presentation	10%-100 points
Group Project	10%-100 points

Course Work

1. **Presentations** You will deliver two major speeches in the course. More information about speech purposes and topics, instructions, and assessment methods will be included in the weeks. Below you will find basic information about each speech.
 - The Informative Speech will be delivered to your audience in real-time in the Informative Speech Video Conference.
 - The Persuasive Speech will be delivered to your audience in real-time in the Persuasive Speech Video Conference. This speech will require you to use a PowerPoint Presentation.You must be an attentive audience member for presentations given during your scheduled group time, and you must present speeches in class to pass this course. Points will be deducted from your presentation if you are late, not ready when it is your turn to speak, and/or not an attentive and respectful audience member. The speech assignments are explained in the Course Resources/Major Assignments section of Blackboard. Additional information can be found within the Weekly folders for the corresponding chapters and information.
2. **Peer and Self-Evaluations** You will complete peer evaluations and self-evaluations. These evaluations will give you the opportunity to reflect on your own speeches and the speeches of your group members.
3. **Weekly Quizzes** You will take weekly quizzes based on chapter and supplemental readings, lecture videos, and any other supplemental material presented in each week.
4. **Learning Participation, Activities, and Attendance** You will complete learning activities designed to help you apply course material and prepare for your upcoming major assignments.
6. **Career Research Interview** You will find a professional in a job you would like to have 5-10 years after finishing your education. You will interview the professional about that career. You may either audio record the interview or do a short, videoed presentation about what you learned in your interview.
7. **Group Project** You will be assigned a group and together you will use multimedia and create an infographic project OR a short video file project.
8. **Exams** There will be 3 major exams during the course.

Professor Expectations of the Student

- You are expected to log into the Blackboard course **at LEAST 3 times/week** to be aware of announcements/reminders and to pace your progress in the course.
- Higher education institutions recommend that students plan to spend 2-3 hours of outside study for every 1 hour of in- class time. For a 3 credit-hour semester class, that means a total time investment of 9-12 hours per week. This is a time investment! Make sure you have the time.
- Online and in-class course activities promote learning and the creation of a learning community, so they are encouraged and expected.
- Students are expected to maintain an environment conducive to learning, which includes “netiquette” (Internet etiquette). Ensure that your e-mail messages, discussion board postings, and other electronic communications are thoughtful. Be concise and clear. Diverse opinions are welcome in this course, and you are expected to demonstrate an open mind and courtesy when responding to the thoughts and ideas of others. If you disagree with someone, respond with respect.
- Keep all your assignments until the semester is over. Occasionally, something goes wrong, and you need to re-submit an assignment or a file can’t be opened.

Course and Technical Help

Please call or e-mail me if you have course-related questions. I am here to guide you through the course. I will try to respond to calls and e-mails within 24 hours during the week and 48 hours (about 2 days) on the weekend. If you do not hear from me within that time, please contact me again.

Be aware that the Instructional Technology office and Blackboard both recommend using a browser other than Internet Explorer when using Blackboard.

Please realize that this is not a computer class, so our content is business and professional communication, not Windows or Word processing. I can answer any questions about the course content or assignments, but I will be no help with technical problems.

Blackboard Support

For Blackboard support you make refer to the following resources:

1. When you log into Blackboard (BB), at the very top of the page, you will see a question mark icon with the word help next to it. Click on that icon.
2. You may also contact
Secretary to the Director of Instructional Technology
Ext. 2180
Direct: 806-716-2180
blackboard@southplainscollege.edu

Diversity Statement

In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world, and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is but also model society as it should and can be.

Disabilities Statement

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) 806-716-2577, Lubbock Centers (located at the Lubbock Downtown Center) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

Nondiscrimination Statement

South Plains College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Vice President for Student Affairs, South Plains College, 1401 College Avenue, Box 5, Levelland, TX 79336. Phone number 806-716-2360.

Title IX Pregnancy Accommodations Statement:

If you are pregnant, or have given birth within six months, Under Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations you must submit a Title IX pregnancy accommodations request, along with specific medical documentation, to the Health and Wellness Center. Once approved, notification will be sent to the student and instructors. It is the student's responsibility to work with the instructor to arrange accommodations. Contact the Health and Wellness Center at 806-716-2529 or email dburleson@southplainscollege.edu for assistance.

Campus Concealed Carry

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations and Frequently Asked Questions, please refer to the Campus Carry page at: <http://www.southplainscollege.edu/campuscarry.php>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.

Covid-19 Policy Statement

If you are experiencing any of the following symptoms, please do not attend class and either seek medical attention or get tested for COVID-19.

- Fever or chills
- Cough, shortness of breath, difficulty breathing
- Sore throat
- Congestion or runny nose
- Muscles or body aches
- New loss of taste and smell
- Fatigue
- Headache
- Nausea or vomiting
- Diarrhea

Please also notify DeEtte Edens, FNP-C, Associate Director of Health & Wellness, at dedens@southplainscollege.edu or 806-716-2576.

1. SPC protocol is a 3-day isolation period for individuals who test positive.
 - a. **Please note that day 0 is the date of the positive test. Day 1 begins the first full day after the date of a positive result.**
2. COVID reporting
 - a. Please have students and employees notify DeEtte Edens if they have tested positive to verify dates before returning to class or work.
 - b. The home tests are sufficient, but students need to submit a photo of the positive result. The date of the test must be written on the test result and an ID included in the photo. If tested elsewhere (clinic, pharmacy, etc.), please submit a copy of the doctor's note or email notification. Results may be emailed to DeEtte Edens, FNP-C at dedens@southplainscollege.edu.
 - c. A student is clear to return to class without further assessment if they have completed:

The 3-day isolation period, symptoms have improved, and they are afebrile for 24 hours without the use of fever-reducing medication.

SPCH 1321 Face to Face: Business and Professional Speech Spring 2025

Email: rgreene@southplainscollege.edu Phone # 806.716.2445

Face to Face Office Hours:

Levelland CM 138

Lubbock Center B007

M/W 1:30-3:00 pm

T/Th 12:30-3:00 pm

F 11am-Noon by appointment

Week # Week begins	Monday/Tuesday	Wednesday/Thursday	Homework *Online assignments are due at 11:59pm, unless otherwise stated*
Week 1 Jan 13	Intro to Class and Communication	Growth Mindset The Communication Process	1/21 Growth mindset assignment due 1/21 Syllabus Quiz due
Week 2 Jan 20	Martin Luther King Jr Holiday-NO class Monday Finish the Comm. Process	Listening/TED Talk	See Week 2 Folder 1/28 Comm Process Quiz 1/28 Listening quiz
Week 3 Jan 27	Resume/ Cover Letters assignment & discussion	Cover Letter & Preparing for Career Interviews	See Week 3 Folder 2/4 Week 3 Quizzes due
Week 4 Feb 3	Interviewing Handling Illegal Questions	Career Research Interview Professional Communication	See Week 4 folder 2/11 Week 4 Quizzes due 2/7 JD, Resume & Cover Letter
Test 1 Review Quizzes from Weeks 1-4. Test Opens 2/12-2/18 - Test 1 is worth 7% of your total grade			
Week 5 Feb 10	Audience Analysis -find topics -find articles about topic	-Source citations -Bring 2 articles about topic to class	2/18 Week 5 Quizzes due
Week 6 Feb 17	-Supporting your present. -Organization -Work on one main point	- Speech Organization -Interesting content - Start doing reviews	2/25 Week 6 Quiz due
Week 7 Feb 24	-Appointments for rough draft review	-Delivery -Set up days of presentations, note cards -Select presentation day	3/4 Week 7 Quiz due Finish outlines Practice your presentations
Week 8 March 3	Informative Presentation Turn in your outline online BEFORE class	Informative Presentation Turn in your outline online BEFORE class	Informative Outline due before class on speech day Peer Feedback in class 3/11 Self-Feedback due
Week 9 March 10	Verbal Communication	Nonverbal Communication Select Persuasive Topic	3/25 Week 9 Quiz Due
Spring Break 3/15-3/23 Have a fun and safe break!			
Test 2 Review Quizzes from Weeks 5-9. Test Opens: 3/26-4/1 Test 2 is worth 8% of your total grade			
Week 10 March 24	Persuasion	Logos/Ethos/Pathos	See Week 10 folder 4/1 Quizzes due
Week 11 March 31	Charismatic Leadership Tactics/Presentation Aids	Bring rough draft outline for persuasive presentation	4/8 Quiz due Finish outline

Week # Week begins	Monday/Tuesday	Wednesday/Thursday	Homework *Online assignments are due at 11:59pm, unless otherwise stated*
Week 12 April 7	Persuasive Presentation Turn in your outline online BEFORE class	Persuasive Presentation Turn in your outline online BEFORE class	Persuasive Outline due before speech Peer Feedback in class 4/15 Self-Feedback due
Week 13 April 14	Handling conflict	Bullying/Sexual harassment	4/22 Week 13 Quizzes due
Week 14 April 21	Interpersonal Skills in a Global Workplace	Collaborating in Groups Begin Group project	4/29 Week 14 Quizzes due Career Research interview due 4/24
Week 15 April 28	Group Project workday	Group project workday	Group projects due on the last day of class.
Week 16 May 5	Test 3 opens 5/1-7 Review weeks 10-11, 13-14 Quizzes. Test 3 is worth 10% of your total grade		

