

## SPCH 1321: Business and Professional Communication Fall 2016

Course CRN: 17897 Course Semester Credit Hours (SCH): 3 hours Course contact hours per semester: 45 Course length: 16 Weeks Type of Instruction: Distance Education/Online Instructor: Carolyn M. Cross



Office Location: Northline Campus Phone Number: (713)718-2452 Email: Carolyn.Cross@hccs.edu Learning web address: Professor Cross Webpage Instructor's Scheduled Office Hours: By Appointment

#### **Course Description**

A performance-based course which applies the techniques of oral communication to situations most common to business and professional people. The course covers discussion methods, conference techniques, committee reports, instructions, lectures, and public speeches. The course teaches both theory and practice, acquiring skills and knowledge, the study of a text, and making presentations. Credit: Three (3) semester hours (3 hour lecture).

SPCH 1321 is designed to assist the business and professional student to acquire skills necessary to function in speaking situations relative to the business community so that s/he can displace practical knowledge and skill in his/her business functions. The course attempts to get the student to think about his/her communication abilities and inadequacies and then to assist him/her in restructuring his/her habits so s/he displays effective job performance while improving these communication skills.

# You can now earn a Communications degree at HCC!!!! For more information, speak with Professor Cross or visit <u>http://www.hccs.edu/programs/programs-a-z/speech/</u>.

#### Course Prerequisites:

SPCH 1311 or ENGL 1301 or department approval.

#### Program Student Learning Outcomes:

The student will be able to:

- 1. Identify and explain the components of the communication process, as well as clarify how they relate to diverse communication models.
- 2. Research and select appropriate source materials to develop ideas and support claims for oral presentations.
- 3. Identify different types of relationships, in addition to determine when they are healthy or dysfunctional.
- 4. Explain the meaning of resume or vitae and cover letter, and design those that reflect professional appeal.
- 5. Use his or her articulators to articulate, enunciate, and pronounce words correctly, as well as breathe properly to produce resonance.
- 6. Serve as leader and follower in groups, on teams, and in other types of organizations.
- 7. Articulate the meaning of argumentation and debate; debate with self-assurance, and establish strategies for successful debate outcomes.

#### Course Student Learning Objectives:

- 1. Provide practical course content and experience
- 2. Help the student to decrease anxiety in professional communication situations
- 3. Aid in improving and developing a positive self-image
- 4. Help students to be accurate critics of themselves and others

#### Course Goals:

- 1. Develop practical communication skills usable on his/her job
- 2. Understand basic principles of communication, including verbal and non-verbal activities
- 3. Improve interpersonal relations
- 4. Understand the interviewing process and principles
- 5. Participate in small group encounters as a leader and a member
- 6. Deliver verbal information in an organized, coherent, professional manner
- 7. Deliver oral presentations in class either individually or in group activities
- 8. Research and properly document information
- 9. Use complete sentences conforming to the tenets of Standard English usage both in oral and written communication, including acceptable spelling and pronunciation of words

#### **Core Objectives**

Core objective definitions:

- **Critical thinking**: creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- **Communication**: effective development, interpretation and expression of ideas through written, oral, and visual communication
- Empirical and quantitative skills: manipulation and analysis of numerical data or observable facts resulting in informed conclusions
- **Teamwork**: ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- **Social responsibility**: intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national and global communities

- Personal responsibility: ability to connect choices, actions and consequences to ethical decision-making
- 1.

#### Program/Discipline Requirements

- 1. Identify and explain the components of the communication process and the role they play in human interactions.
- 2. Deliver informative and persuasive oral presentations that are consistent with and appropriate for the audience and purpose.
- 3. Identify, evaluate, and utilize evidence to support claims used in presentations and arguments.
- 4. Discuss the major types of interpersonal relationships, and how conflict and power issues can be handled effectively with communication.
- 5. Effectively communicate and interact with others in interpersonal, personal and professional situations.
- 6. Demonstrate through performance and analysis the importance of both verbal and nonverbal communication.
- 7. Work as a productive team member as either a leader or follower.

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HCC Calendar: Per specific Semester		
Classes Begin	Monday, August 22, 2016	
Last day for drop/add/swap	Friday, August 19, 2016	
Holidays and Breaks Monday, September 5, 2016, Labor Day		
	Thursday, November 24-Friday, November 25,	
	Thanksgiving Break	
Official Date of Record	Tuesday, September 6, 2016	
Last day to drop classes with a grade of W	Friday, October 28, 2016	
Instruction ends	Sunday, December 11, 2016	
Final examination	Due by December 8 at 11:59 PM	

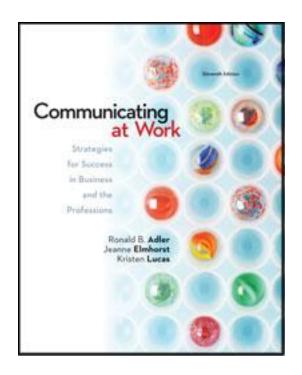
#### EGLS<sub>3</sub> (Evaluation for Greater Learning Student Survey System)

At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Go to www.hccs.edu/egls3 for more information.

#### Instructional Materials:

Communicating at Work: Strategies for Success in Business and the Professions

 ISBN-0078036801



#### What will you NEED?

• A way to film 2 speeches (reasonable quality audio & video)

• Reliable computer with internet access

#### • Ourbook

Viewing/listening to many audio and video files. This is a media-heavy course.

• <u>Optional Materials or Reference Texts</u>: Use of a Video Camera. You will need to know how to use your camera, choose correct file formats, & how to compress file size. You will have to be willing to do some self-directed learning if this falls out of your range of knowledge.

#### You need to have access to a computer on a regular basis.

To succeed in this online course, students are expected to utilize extensive technology while enrolled. The specific requirements are listed below:

- ➢ Daily log in to Eagle Online
- > Standard office suite: PowerPoint, Word, Excel
- ➢ Video camera
- ➢ Use of YouTube
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> Knowledge of how to produce a print-screen/screen shot

#### <u>Title IX</u>

Title IX of the Education Amendments of 1972 requires that institutions have policies and procedures that protect students' rights with regard to sex/gender discrimination. Information regarding these rights are on the HCC website under Students-Anti-discrimination. Students who are pregnant and require accommodations should contact any of the ADA Counselors for assistance.

It is important that every student understands and conforms to respectful behavior while at HCC. Sexual misconduct is not condoned and will be addressed promptly. Know your rights and how to avoid these difficult situations by logging in from your HCC student email account, go to <u>www.edurisksolutions.org</u> Go to the button at the top right that says Login and click. Enter your student number.

#### HCC Policy Statement: Americans With Disabilities Act (ADA)

Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc.) who needs to arrange reasonable accommodations must contact the Disability Services Office at the respective college at the beginning of each semester. Faculty is authorized to provide only the accommodations requested by the Disability Support Services Office. If you have any questions, please contact the Disability Counselor at your college or the District Disability Office at 713-718-5165 or the Southwest College Counselor: Dr. Becky Hauri at 713-718-7909.

To visit the ADA Web site, log on to <u>www.hccs.edu</u>, Click Future Students Scroll down the page and click on the words Disability Information. <u>http://www.hccs.edu/hccs/future-</u> <u>students/disability-services</u>

#### Campus Carry:

During the 84th Texas Legislature, lawmakers passed a law we know as the "Campus Carry" Bill (Senate Bill 11). It allows licensed individuals to carry concealed handguns on academic campuses. The law will take effect on August 1, 2016 for all institutions of higher education except for community colleges. The effective date for HCC and community colleges across the state is August 1, 2017.

Many of you have asked about our plan to deal with this new law. The implementation of such an important change in law requires careful consideration. HCC will seek input from our stakeholder groups, including faculty, staff and students, to responsibly assess our options for adherence to the law, while protecting the safety of those whom we serve on our campuses.

As we collectively work toward compliance, it is helpful to consider that our implementation date in August 2017 affords us the opportunity to benefit from lessons learned from four-year colleges and universities that must comply with the law one year earlier than the community colleges. We will pay careful attention to the actions of those institutions regarding this matter, as they work towards compliance, while effectively gathering information and assessing our environment and compliance with the law. For more information visit: <a href="http://www.hccs.edu/district/departments/police/campus-carry/">http://www.hccs.edu/district/departments/police/campus-carry/</a>

#### HCC Policy Statement: Academic Honesty

You are expected to be familiar with the College's Policy on Academic Honesty, found in the catalog and student handbook. Students are responsible for conducting themselves with honor and integrity in fulfilling

course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty.

"Scholastic dishonesty" includes, but is not limited to, cheating on a test, plagiarism, and collusion.

**Cheating** on a test includes:

- Copying from another student's test paper;
- Using materials during a test that are not authorized by the person giving the test;
- Collaborating with another student during a test without authority;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of a test that has not been administered;
- Bribing another person to obtain a test that is to be administered.

**Plagiarism** means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

**Collusion** means the unauthorized collaboration with another person in preparing written work offered for credit.

**Violations:** Possible punishments for academic dishonesty may include a grade of "0" or "F" on the particular assignment, failure in the course, and/or recommendation for probation or dismissal from the College System. A recommendation for suspension or expulsion will be referred to the College Dean of Student Development for disciplinary disposition.

Students who wish to appeal a grade penalty should notify the instructional supervisor within 30 working days of the incident. A standing committee appointed by the College Dean of Instruction (Academic or Workforce) will convene to sustain, reduce, or reverse the grade penalty. The committee will be composed of two students, two faculty members, and one instructional administrator. A majority vote will decide the grade appeal and is final.

## If you plagiarize in any assignment in this course, you will receive an automatic "0" for that assignment. If you plagiarize on two or more assignments in this course, you will receive an automatic "0" for your total course grade.

<u>Official HCC Attendance Policy</u>: Students are expected to attend classes regularly. Students are responsible for material covered during their absences, and it is the student's responsibility to consult with instructors for makeup assignments. Class attendance is checked daily by instructors.

## Although it is the responsibility of the student to drop a course for non-attendance, the instructor has the authority to drop a student for excessive absences.

A student may be dropped from a course for absenteeism after the student has accumulated absences in excess of 12.5 percent of the hours of instruction (including lecture and laboratory time).

For example:

For a three credit-hour lecture class meeting three hours per week (48 hours of instruction), a student may be dropped after six hours of absences.

Administrative drops are at the discretion of the instructor. If you are doing poorly in the class, but you have not contacted your professor to ask for help, and you have not withdraw n by the official withdrawal date, it will result in you receiving a grade of "F" in the course.

## \*You may be dropped from the course if you miss more than six hours of class prior to the withdrawal deadline.

### NOTE: LAST DAY FOR STUDENT/ADMINISTRATIVE DROP THIS SEMESTER: October 28<sup>th</sup>, 2016

#### Course Withdrawals-First Time Freshmen Students-Fall 2007 and Later:

Effective 2007, section 51.907 of the Texas Education Code applies to first-time in college freshman students who enroll in a Texas public institution of higher education in the fall semester of 2007 or thereafter. High school students currently enrolled in HCC Dual Credit and Early College are waived from this requirement until they graduate from high school. Based on this law, HCC or any other Texas Public institution of higher education may not permit students to drop after the official day of record more than six college level credit courses for unacceptable reasons during their entire undergraduate career.

#### **Course Withdrawals:**

Be sure you understand HCC policies about dropping a course. It is the student's responsibility to withdraw officially from a course and prevent an "F" from appearing on the transcript. If you feel that you cannot complete this course, you will need to withdraw from the course prior to the final date of withdrawal. Before, you withdraw from your course; please take the time to me et with the instructor to discuss why you feel it is necessary to do so. The instructor may be able to provide you with suggestions that would enable you to complete the course. Your success is very important.

If you plan on withdrawing from your class, you **MUST** contact a HCC counselor or your professor prior to withdrawing (dropping) the class for approval and this must be done **PRIOR** to the withdrawal deadline to receive a "W" on your transcript. \*\*Final withdrawal deadlines vary each semester and/or depending on class length, please visit the online registration calendars, HCC schedule of classes and catalog, any HCC Registration Office, or any HCC counselor to determine class withdrawal deadlines. *Remember to allow a 24-hour response time when communicating via email and/or telephone with a professor and/or counselor. Do not submit a request to discuss withdrawal options less than a day before the deadline.* If you do not withdraw before the deadline, you will receive the grade that you are making in the class as your final grade.

#### Professor Cross' Responsibilities:

#### As your Instructor, it is my responsibility to:

- Provide a grading rubric for each assignment
- Adhere to the grading rubrics and assess students fairly
- Facilitate a safe learning environment
- Provide a clear description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, and tardiness
- Provide the course outline and class calendar which will include a description of any special projects or assignments
- Arrange to meet with individual students during office hours or by appointment
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- Utilize technology in the classroom so to engage students
- Reframe from disclosing personal beliefs relating to politics, religion, or other ideological beliefs

#### Students' Responsibilities:

- Arrive to class on time
- Attend class and participate in class discussions and activities
- Read and comprehend the textbook
- Complete the required assignments and exams by stated deadlines in this syllabus
- Treat all students and the instructor with respect
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts and all assignments

#### HCC Grading Information:

#### Grading percentile: the official HCC grading rubric is as follows:

90–100 percent	A	Exceptionally fine work; superior in presentation, visual observation, comprehension and participation
80–89 percent	В	Above average work; superior in one or two areas
70–79 percent	С	Average work; good, unexceptional participation
60–69 percent	D	Below average work; noticeably weak with minimal participation
Below 60 percent	F	Clearly deficient in presentation, style and content with a lack of participation

The grade of "I" (Incomplete) is conditional. It will only be assigned if at least 80% of the course work is complete. Students receiving an "I," must make an arrangement with the instructor in writing to complete the course work within six months. After the deadline, the "I" becomes an "F." All "I" designations must be changed to grades prior to graduation. Changed grades will appear on student record as "I"/Grade (example: "I/A").

The grade of "W" (Withdrawal) appears on grade reports when students withdraw from a class by the drop deadline. Instructors have the option of dropping students up to the deadline. After the deadline, instructors do not have that option — not even when entering final grades.

#### Instructor guidelines and policies:

- Office Hours:
  - I am happy to give you extra help with your assignments and papers. If you'd like to see me in person to discuss your progress in the course, we can make arrangements for video conferencing through Skype, or simply make an appointment and I can meet you at the Northline Campus.
- Assignments:
  - I understand that taking a course via computer "feels" casual, this still is an academic venue. I expect professional dress for presentations, and college-level work; which means good grammar, proper spelling, full and complete sentence structure and strong supported thinking with punctuations and capitalization please. <u>Please</u> submit written work in Word or PDF files. I don't accept any other type of documents. If you submit any other type of documents, you will get a zero and the grade will not be changed.

- What will you NEED?
  - A way to film speeches (reasonable quality audio & video)
  - Reliable computer with internet access
- Late Policy:
  - I DO NOT ACCEPT LATE WORK. DO NOT ASK ME FOR AN EXTENSIONS. Assignments for this class are due on Sundays by 11:00 pm. \*\*PLEASE NOTE\*\*: the uploading of speeches may take some time. You should not wait until the last minutes to do this. For the purpose of having a shared understanding, I consider last minute to be four hours or less before the deadline. Technology failure is not a valid excuse as this is an online class.
  - Please contact me in advance if you are going miss an assignment (there should be no reason you should miss an assignment). Timely communication is an e-learning best practice. Prior email notice to the instructor in sufficient time to allow for discussing an alternative schedule is required.
  - I review late requests and circumstances on a case by case basis and make decisions accordingly. If an emergency arises that prevents you from completing your work on time, please email her as soon as possible so that arrangements can be made for you to keep up in the class. The late policy may be waived at her discretion in case of an emergency.
  - Doctors notes are to be email to Professor Cross within 24 hours. After the 24 hours, the doctor's note will not be accepted.
  - Emergencies are defined as anything which is serious and unexpected. Emergencies cannot be written on the calendar in advance. Examples of emergencies are: heart attacks, car accidents, a serious health crisis of the student or in the student's immediate family. *Examples of non-emergencies are: family weddings, vacations, conferences or any other event which can be planned around*
  - Incompletes: (I's) will not be given except under extreme extenuating circumstances that are discussed with Professor Cross prior to posting final grades.

Please try your best to get all assignments submitted in a timely manner. Please do not hesitate to contact me when **"life happens."** I believe that communication is the key to success in all aspects of life. I am here for you and to help you!!!



#### <u>Communication</u>:

I will respond to all emails. You can expect a response to your email within 24hrs M-Thurs, and intermittently on weekends. But, if you're waiting for me, try the class question link or the online helpdesk (for technical issues). Finally, I expect you to correspond with your peers, using your best manners and me. In turn, you can expect me to return emails within 24hrs M-Th, turn back assignments in a timely manner, give you feedback along with grades and reciprocate the same respect in my communication.

#### <u>Technology</u>:

Google Chrome is the recommended browser. Be as prepared as you can be. You must have a computer in good working order with reliable Internet and up to date software. You will need to be diligent about solving technical issues you are having. Any problems you encounter, it's imperative you contact the helpdesk immediately (contact them before you contact me). They have 24-hour support; you can or chat. Last minute technical issues will not be honored.

Projects with an (\*) will require you to deliver a speech, record the presentation and upload the UN-edited speech to a designated video sharing site. Each speech must include 3 audience members of legal age (18 years old) that are VIEWABLE in the frame for the duration. <u>SPEECHES THAT DO NOT MEET THIS REQUIREMENT WILL NOT RECEIVE A</u> GRADE!

All speeches must be successfully uploaded by the due date.

Final Grading Legend	<u>Details</u>	Percent of Final
		<u>Average</u>
*State of the Field Speech	The "State of the Field" speech is a brief presentation in which you give an overview of a field you are interested in pursuing as a profession. Must be videotaped and uploaded.	10%
Conversation with a	This assignment asks	20%
Professional Report	you to conduct an in-	

	person interview with	
	a professional in a	
	field that you are	
	interested in, and	
	write a report	
	summarizing what	
	you find out in the	
	interview.	
Discussions	Weekly Water Cooler	10%
	(WC) Discussions that	
	addressinformation	
	communication	
	concepts in the	
	workplace	
Homework	Chapter homework &	25%
	activities that expand	
	on course concepts	
*Persuasive Speech	You will choose a	15%
	product or service to	
	market. The	
	presentation will be a	
	, marketing presentation	
	designed to generate	
	interest in your product	
	or service using the	
	Motivated Sequence.	
	Must be videotaped	
	and uploaded.	
Quizzes	Chapter quizzes (also	10%
	includes syllabus &	
	Enron quiz)	
Mid-Term/Final Exam		10%
Total		100%
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## Please remember that this syllabus is subject to change. All changes will be documented by the instructor.

Date	Activities and Assignment	Due
Week 1	<ul> <li>Take the syllabus quiz</li> <li>WC1: Who are We? (Discussion</li> <li>Read through Critical Resources Folder *particularly the camera doc</li> </ul>	All due Sunday by 11:59pm
Week 2	<ul> <li>Read Ch. 1 &amp; take the quiz (Communicating at Work)</li> <li>Watch student demonstration speech</li> <li>Homework: Grade this Speech (GTS)</li> </ul>	All due by Sunday 11:59pm
Week 3	<ul> <li>Ch. 1 Homework: Communication Models</li> <li>State of the Field Speech Outline (Dropbox)</li> <li>*Submit "State of the Field" Speech (Dropbox)</li> </ul>	All due by Sunday 11:59pm
Week 4	<ul> <li>Read Ch. 4 &amp; take Quiz (Verbal and Nonverbal)</li> <li>Take the "spot the fake smile" test</li> <li>Homework: Submit Nonverbal Experiments (Dropbox)</li> <li>WC 2: Power Posing</li> </ul>	All due by Sunday 11:59pm
Week 5	<ul> <li>Read Ch. 3 &amp; take the quiz (Listening)</li> <li>Ch 3 Homework: Are you a good listener (Dropbox)</li> <li>WC 3: What would you do?</li> <li>Read over Conversation with a Professional and start making arrangements</li> </ul>	All due by Sunday 11:59pm
Week 6	<ul> <li>Read Ch. 5 &amp; take the quiz (Interpersonal Strategies and Skills)</li> <li>Ch. 6 Homework: making an assertive request (Dropbox)</li> <li>WC 4: Mystery woman</li> </ul>	All due by Sunday 11:59pm

Week 7	<ul> <li>Read Ch. 6 &amp; take the quiz (Principles of Interviewing)</li> <li>Homework: Resume (Dropbox)</li> <li>Listen to the Telephone Interview</li> <li>Ch. 4 Homework: The Telephone</li> </ul>	All due by Sunday 11:59pm
Week 8	<ul> <li>Interview</li> <li>Watch the videos "The Good the Bad, &amp; the Ugly"</li> <li>WC5: The Good the Bad &amp; The Ugly</li> <li>Read Ch. 7 &amp; take quiz (Teams &amp; Meetings)</li> <li>Ch 7 Homework: ERPG Method (Dropbox)</li> </ul>	All due by Sunday 11:59pm
Week 9	<ul> <li>Discuss Leadership and Conflict management (pg 127)</li> <li>Sexual Harassment</li> <li>WC6: Does it Really Matter</li> <li>WC 7: Leadership Styles</li> </ul>	All due by Sunday 11:59pm
Week 10	<ul> <li>Watch the Enron Film</li> <li>Take the Enron Quiz</li> <li>WC7: Enron</li> <li>Conversation with a Professional Term Paper due (Dropbox)</li> </ul>	All due by Sunday 11:59pm
Week 11	<ul> <li>Read Ch. 12 &amp; take the quiz (Types of Business Presentations)</li> <li>Persuasive speech Instructions</li> <li>WC8: Have you been persuaded?</li> <li>Persuasive speech topic (Dropbox)</li> </ul>	All due by Sunday 11:59pm
Week 12	<ul> <li>Read Ch.9 &amp; take the quiz (Developing and Organizing the Presentation)</li> <li>Ch. 12 Homework: Preview/Review (Dropbox)</li> <li>WC8: They're Great!</li> </ul>	All due by Sunday 11:59pm
Week 13	<ul> <li>Read Ch. 13 &amp; take quiz (Delivering the Presentation)</li> <li>Watch delivery lecture</li> <li>Ch. 13 Homework: Deliver Me! (Dropbox)</li> </ul>	All due by Sunday 11:59pm
Week 14	<ul> <li>Read Appendix III &amp; take quiz (Business Writing)</li> <li>Ch. 9 Homework Email Etiquette (Dropbox)</li> <li>Persuasive Outline (Dropbox)</li> </ul>	All due by Sunday 11:59pm

	<ul><li>Persuasive Speech (Dropbox)</li></ul>	
Week 15	<ul> <li>Read Ch. 2 &amp; take the quiz (Communication, Culture and Work)</li> <li>WC9: It's a Great Big World</li> <li>Ch.5 Homework: It's a Great Big World Pt. 2 (Dropbox)</li> <li>Ch. 14 Homework: Extra Credit: Work/Life Balance (Dropbox)</li> <li>Final Exam</li> </ul>	All due by December 9th 11:59pm