



SPCH 1321: Business and Professional Communication Spring 2017

Course CRN: 19003

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 M.Ed, M.A.



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 <http://www.hccs.edu/programs/programs-a-z/speech/>.

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

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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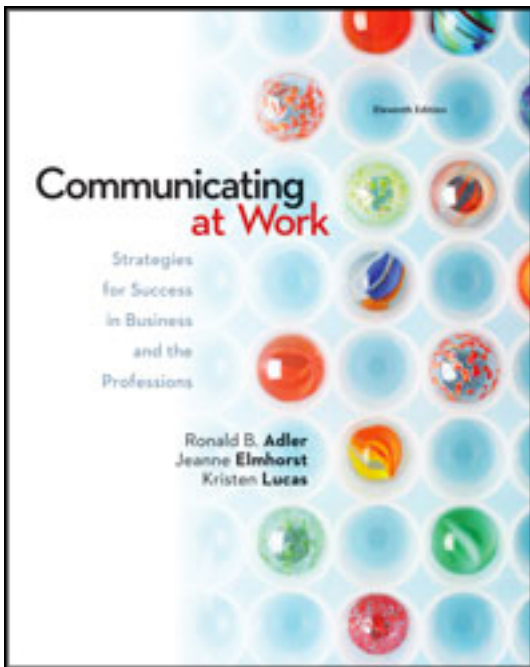
HCC Calendar: Per specific Semester	
Classes Begin	Tuesday, January 17, 2017
Last day for drop/add/swap	Friday, January 13, 2017
Official Date of Record	Wednesday, February 1, 2017
Holidays	Monday, January 16, 2017: Martin Luther King, Jr. Day Monday, February 20, 2017: President’s Day Monday, March 13-Sunday, March 19, 2017: Spring Break Friday, April 14, 2017: Spring Holiday
Last day to drop classes with a grade of W	Monday, April 3, 2017
Instruction ends	Friday, May 7, 2017

EGLS₃ (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 speeches (reasonable quality audio & video)
- Reliable computer with internet access
- Our book and access to McGraw-Hill Connect
 - Viewing/listening to many audio and video files. **This is a media-heavy course.**
- **Optional Materials or Reference Texts:** **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; check announcements daily
- Standard office suite: PowerPoint, Word, Excel
- Video camera
- Use of YouTube
- Knowledge of how to produce a print-screen/screen shot

Title IX

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 www.edurisksolutions.org 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 www.hccs.edu,

Click Future Students

Scroll down the page and click on the words Disability Information. <http://www.hccs.edu/hccs/future-students/disability-services>

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: <http://www.hccs.edu/district/departments/police/campus-carry/>

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.

Official HCC Attendance Policy: 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 withdrawn 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: Monday April 3rd, 2017

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 meet 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
- Utilize technology in the classroom so to engage students
- Refrain 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	B	Above average work; superior in one or two areas
70–79 percent	C	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. ***Please 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!!!



- **Communication:**
 - 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.

- **Technology:**

- 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.

SPEECHES THAT DO NOT MEET THIS REQUIREMENT WILL NOT RECEIVE A GRADE!

All speeches must be successfully uploaded by the due date.

<u>Final Grading Legend</u>	<u>Details</u>	<u>Percent of Final 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%
Business and Communication Professional Report/Term Paper	Details will be provided later in the semester	15%
Discussions	Weekly discussions that address information communication concepts in the workplace	10%
Homework/Activities	Chapter homework & activities that expand on course concepts	20%
*Persuasive Speech	Details will be presented later in the semester.	20%
Quizzes	Chapter quizzes (also includes syllabus & Enron quiz)	10%
Final Exam /Midterm		15%
Total		100%

**Please remember that this syllabus is subject to change.
All changes will be documented by the instructor.**

Date	Activities and Assignment	Due
Week 1 1/17	<ul style="list-style-type: none"> ➤ Take the syllabus quiz ➤ Discussion: Who are We? ➤ Read through Critical Resources Folder *particularly the camera documents ➤ Show Me Your Computer's Health (SMYCH)-Assignment 	All due Sunday by 11:59pm
Week 2 1/23	<ul style="list-style-type: none"> ➤ Ch1 quiz (Communicating at Work) ➤ Sundown Bakery Communication Analysis ➤ Communication Models-HMWK/Assignment 	
Week 3 1/30	<ul style="list-style-type: none"> ➤ Watch student demonstration speech ➤ Homework: Grade this Speech (GTS) ➤ State of the Field Speech Outline ➤ *Submit "State of the Field" Speech 	All due by Sunday 11:59pm
Week 4 2/6	<ul style="list-style-type: none"> ➤ Ch4 Quiz (Verbal and Nonverbal) ➤ Discussion: Power Posing ➤ Discussion: Euphemistic Language ➤ Spoke the Fake Smile Assignment ➤ Term Paper Instructions 	All due by Sunday 11:59pm
Week 5 2/13	<ul style="list-style-type: none"> ➤ Ch3 Quiz (Listening) ➤ Work on Term Paper ➤ Are you a Good Listener-Assignment ➤ Listening Case Study-Assignment 	All due by Sunday 11:59pm

Week 6 2/20	<ul style="list-style-type: none"> ➤ Ch5 Quiz (Interpersonal Strategies and Skills) ➤ Discussion: What Would You Do? ➤ Conflict Resolution Reflection 	All due by Sunday 11:59pm
Week 7 2/27	<ul style="list-style-type: none"> ➤ Ch6 Quiz ➤ Ch6 HMWK Assignment ➤ Resume submission ➤ Employment Interview Activity 	All due by Sunday 11:59pm
Week 8 3/6	<ul style="list-style-type: none"> ➤ Ch7Quiz ➤ ERPG Method ➤ Case Study: Springfield Museum ➤ Interactive Team Assignment 	All due by Sunday 11:59pm
Week 9 3/20	<ul style="list-style-type: none"> ➤ Midterm ➤ Term Paper 	All due by Sunday 11:59pm
Week 10 3/27	<ul style="list-style-type: none"> ➤ Watch Enron film ➤ Discussion: Enron ➤ Enron Quiz 	All due by Sunday 11:59pm
Week 11 4/3	<ul style="list-style-type: none"> ➤ Ch9 Quiz (Developing and Organizing the Presentation) ➤ Persuasive Speech Outline ➤ Case Study: Fresh Air Sports, General and Specific Goals ➤ Ch9 HMWK 	All due by Sunday 11:59pm
Week 12 4/10	<ul style="list-style-type: none"> ➤ Ch12 Quiz ➤ Discussion: They're Great! ➤ Workplace Presentation Matching Assignment ➤ Preview/Review Assignment ➤ Persuasive Speech Outline 	All due by Sunday 11:59pm

Week 13 4/17	<ul style="list-style-type: none"> ➤ Ch11 Quiz ➤ How to Improve Your Presentation Assignment ➤ Evaluating Yourself!! ➤ Extra Credit-Evaluation 	All due by Sunday 11:59pm
Week 14 4/24	<ul style="list-style-type: none"> ➤ Persuasive Speech Oral Presentation 	Due by Sunday 11:59pm
Week 15 5/1	<ul style="list-style-type: none"> ➤ Ch2 Quiz ➤ Discussion: "It's a Great Big World"- Part 1 *do this BEFORE the homework assignment ➤ It's a Great Big World! Pt.2 	All due by Sunday 11:59pm
Week 16 5/8	<ul style="list-style-type: none"> ➤ Final Exam 	Due Friday by 5pm.