PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS
BUSINESS AND PROFESSIONAL SPEAKING
SPCH 2400

Class Hours: 3.0 Credit Hours: 3.0
Laboratory Hours: 0.0 Revised: Fall 2012

Catalog Course Description:
Principles and practices of the oral communication process within business and civic organizations including public speaking, group decision making through consensus building and parliamentary procedure, how to interview for information, and reflective listening.

Entry Level Standards:
The student is expected to be able to read on a college level, write using correct spelling free of major grammatical errors, and employ primary research techniques to gather information. Business and Professional Speaking is designed as an entry level course, as is its companion course Public Speaking (SPCH 2100). Only in rare instances should a student take both courses. In general, both courses substitute for each other by petition at area four-year college. The college transfer student is advised to consult his/her advisor and/or the core speech requirements at the four year institution he/she is applying to before enrolling in either SPCH 2100 or SPCH 2400.

Prerequisites:
ENGL 1010

Textbook(s) and Other Course Materials:

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Overview/getting to know you</td>
</tr>
<tr>
<td>2</td>
<td>Purpose for speaking/planning the speech</td>
</tr>
<tr>
<td>3</td>
<td>Researching the speech/interview techniques/listening</td>
</tr>
<tr>
<td>4</td>
<td>Organizing the presentation/group organization/group presentation</td>
</tr>
<tr>
<td>5</td>
<td>Group planning/group presentation</td>
</tr>
<tr>
<td>6</td>
<td>Techniques in delivering the presentation</td>
</tr>
</tbody>
</table>
II. Course Goals*:

The course will:

A. Enable students to explain the basic principles of communication theory. I.5
B. Enhance student understanding of the practices of oral communication within organizations, industry and small business. I
C. Enable students to explain and cope with anxiety and speech fright. II.1, II.2
D. Equip students to plan and effectively manage and present visual aids. I
E. Guide students to engage in active and reflective listening. I.1
F. Develop student ability to understand and interpret nonverbal communication. I
G. Facilitate student awareness of multiple interview techniques. I
H. Lead students to understand the theory, practice, and process of parliamentary procedure. I.5

*Roman numerals after course objectives reference TBRs general education goals.

III. Expected Student Learning Outcomes*:

Students will be able to:

1. Understand the importance of speaker readiness in organizations and industry. B
2. Participate in role-playing to understand human creativity and stress reduction. C
3. Give a value speech using visuals and understand the proper/correct usage of these visuals. A, D
4. Demonstrate an understanding of non-verbal symbols through the use of effective costuming. D
5. Cope with speech fright. C
6. Improve communication skills by understanding and practicing reflective listening. E
7. Encourage a speaker by being an active listener. A, E
8. Plan and deliver a persuasive speech using visuals and incorporate a question/answer session in the parliamentary situation. D
9. Deliver a speech from note cards. B, E
10. Listen actively to a speech and perform written and oral evaluation of this event. C,G
11. Maintain eye contact with the audience during a speech. F
12. As an orator, accept primary responsibility for the communication process. A,F
13. As a listener, accept secondary responsibility for the communication process. E
14. Distinguish between observation and judgment and utilize both effectively to support a position. B
15. Plan, research, and present an informative speech. E
16. Plan, research, and present an effective 8-9 minute persuasive speech using visual aids. E
17. Plan, research, and present an effective "How to..." demonstration speech. E
18. Emphasize the major point of a speech by restatement of the subject sentence or major theme. A, F
19. Understand the communicative process in an interview for information. C
20. As a group member, meet the interpersonal needs of other members. A
21. Help establish group cohesion by being willing to learn and problem solve. A
22. Demonstrate reflective listening in group discussions. H
23. Comprehend, master, and direct parliamentary procedure, B,H
24. Understand, identify, and analyze nonverbal communication behavior and the potential ramifications. G
25. Speak concisely to reduce misunderstanding. F
26. Convey oral messages in standard English. F
27. Research, prepare, and deliver as a contributing member a group presentation on a current issue. C,F

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

**IV. Evaluation:**

A. Testing Procedures: 40% of grade.

Students are evaluated primarily on written examinations, papers, and outlines. There will be a written examination encompassing lecture, text, and handouts. The test will cover both theory
and practical application. Quizzes may be given at the discretion of the instructor.

B. Laboratory Expectations:

Days when speaking assignments are due are considered laboratory days. Student is expected to participate when not speaking by actively listening and critically evaluating speakers.

C. Field Work: 60% of grade.

Students are evaluated on in-class speaking assignments.

D. Grade Breakdown:

Written Work: 40% of grade.
   At least one written examination (essay and short answer) which totals to 20% of final grade.
   One formal paper (speech evaluation or similar) counts 10% of the final grade.
   Outlines for speeches, quizzes, and exercises count 10% of the final grade.

Speaking:
   Three speeches (informative, value, and first persuasive) each count 10% of the final grade.
   Two speeches (second persuasive and demonstration) each count 15% of the final grade.

E. Grading Scale:

<table>
<thead>
<tr>
<th>Letter grade/Number equivalent on Speaking Assignments</th>
<th>Grading standard for final grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>A           = 100</td>
<td>94-100 = A</td>
</tr>
<tr>
<td>A-          = 95</td>
<td>90-93 = B+</td>
</tr>
<tr>
<td>B+          = 93</td>
<td>84-89 = B</td>
</tr>
<tr>
<td>B           = 89</td>
<td>80-83 = C+</td>
</tr>
<tr>
<td>B-          = 85</td>
<td>74-79 = C</td>
</tr>
<tr>
<td>C+          = 83</td>
<td>70-73 = D</td>
</tr>
<tr>
<td>C           = 79</td>
<td>BELOW 70 = F</td>
</tr>
<tr>
<td>C-          = 75</td>
<td></td>
</tr>
<tr>
<td>D+          = 73</td>
<td></td>
</tr>
<tr>
<td>D           = 70</td>
<td></td>
</tr>
<tr>
<td>D-          = 70</td>
<td></td>
</tr>
<tr>
<td>F           = 55</td>
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</table>

NOTE: AN AUTOMATIC F ON A LATE ASSIGNMENT=55

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

Class attendance is mandatory in SPCH 2400. No absences are excused. No exercises or
quizzes can be made-up. A missed speaking assignment will result in a minimum grade-letter late penalty and make-up speeches will be given the lowest priority in the daily speaking roster. Excessive absence (25% of assigned classes; PSCC policy) will result in the student's failing the course. All classes missed over two weeks (six MWF classes, 4 TR classes, or 2 night classes) must be made up for a student to receive a passing grade. Make-up assignments are at the discretion of the instructor.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:
• Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
• Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
• Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one’s own work.
• Taking an exam for another student.
• Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
• Any of the above occurring within the Web or distance learning environment.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at http://www.pstcc.edu/sswd/.