

## COURSE SYLLABUS

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Office Hours:  
MWF 11-1  
TuTh 11:00-12:30  
and by Appointment

SPEECH FOR BUSINESS AND THE PROFESSIONS  
Communication Studies 2382.01 and 2382.02(Spring 2012)  
2382.01 2-3:20 and 2382.02 11-1230 TuTh  
DRCB RM 312

TEXT: Adler, Ronald B. COMMUNICATING AT WORK: McGraw Hill, 2007

WEEK	COURSE OUTLINE
1/18 - 1/20	Course Introduction and Chapter 1
1/23 - 1/27	Chapter 2
1/30 - 2/03	Chapters 4 and 10
2/06 - 2/10	Chapters 11 and 12
2/13 - 2/17	Chapter 12 and <b>Exam 1</b>
2/20 - 2/24	INFORMATIVE SPEECHES
2/27 - 3/02	INFORMATIVE SPEECHES and Cover letter and Resume
3/05 - 3/09	Chapters 6 and 7 JOB INTERVIEWS
3/12- 3/16	<b>SPRING BREAK!</b>
3/19 - 3/23	JOB INTERVIEWS
3/26 - 3/30	JOB INTERVIEWS and Chapter 12
4/02 - 4/06	VISUAL AID SPEECHES
4/09 - 4/13	VISUAL AID SPEECHES
4/16 - 4/20	Chapter 13 and <b>Exam 2</b>
4/23 - 4/27	PERSUASIVE SPEECHES
4/30 - 5/04	PERSUASIVE SPEECHES
	<b>FINAL:</b> Date and time TBA

\*This course outline may be altered due to unforeseen circumstances.

**COURSE SYNOPSIS:** This course's emphasis is on the interpersonal principals, leadership strategies, listening skills, and nonverbal skills necessary for such types of communication as interviewing, and group decision-making. This course will also focus on designing and delivering effective business presentations. Students will design and develop effective visual aids using computer-assisted programs. Not for Communication majors or minors. Credit 3 hours

**COURSE OBJECTIVES:** Learning fundamental principals and theories of communication. Developing skills in expressing oneself orally.

**ATTENDANCE POLICY:** Class attendance is mandatory and influences your grade. You will not be penalized for two (2) or fewer absences when exams or presentations have not been missed. Two tardies will be treated as one absence. Your final class average will be lowered for each absence in excess of two (2) absences. **EXAMPLES:** If you have 3 absences, then your final average will be reduced by minus 3 points; 4 absences will result in your final grade average being reduced by minus 4 points; 5 absences...

**CLASS POLICY:** You must be registered for this class to attend the class; consequently, no visitors are allowed. Also, food, drinks, smoking, pagers, cell phones, iPods, laptop computers, and tape recorders are not allowed in the classroom! If I see or hear your cell phone you will be asked to leave class and will be counted absent for the day.

**COMPOSITION OF YOUR FINAL GRADE:** The two (2) objective exams will be weighted equally at 100 points. You must take both exams. If you miss an exam, then you must take a comprehensive essay make-up exam, which will be worth 200 points. The four (4) presentations are weighted equally at 100 points each. If you miss the scheduled presentation of a speech, it is up to the sole discretion of the instructor whether you may be rescheduled, and then you will have the grade on that speech lowered by at least one letter grade. The provision for extra credit is perfect attendance (Zero Absences & No Tardies). Perfect attendance will result in one point being added to your overall grade average and any fraction being rounded up in your favor to the next highest grade!

GRADING SCALE: TEST: 2 @ 100 Points Each = 200 Points  
PRESENTATIONS: 4 @ 100 Points Each = 400 Points  
Add all points, divide by six, and then add extra credit.

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TOTAL POINTS POSSIBLE IN THIS COURSE = 101  
90+ = A; 80-89 = B; 70-79 = C; 60-69 = D; 59 & Below = F

SPEECH 282  
ASSIGNMENTS: Speeches and Presentations

- Choose and research a Fortune 500 company that provides a product or service of interest to you.
- You will deliver an informative presentation over this company's history, mission, and vision.
- You will prepare and conduct an interview for a job in your field of study with this company.
- You will deliver an informative visual aid presentation over this company's SWOT.
- You will deliver a persuasive presentation selling this company's products or services.

**Informative Speech:**

The informative speech is based on research. After researching your company, you will prepare an informative presentation focusing on the history, mission, and vision of your company. An outline and a bibliography with at least five (5) current sources are required for this speech. (5-7 minutes)

**Job Interview:**

You will take part in two interviews. One will be as the interviewer and the second will be as the interviewee in a mock selection interview. You will submit a professional quality resume, application letter, and job description as part of your preparation. The resume, application letter, and job description are **DUE ONE WEEK BEFORE** your interview. Three copies are required. You turn in one copy to me, give one copy to your partner, and keep a copy for yourself to help you prepare for your job interview. (6-8 minutes – each part)

**Informative Visual Aid Speech:**

The informative speech is based on research. After researching your company, you will prepare an informative presentation focusing on the strengths, weaknesses, opportunities, and threats of your company. The use of a Power Point presentation will be required; these visuals should clarify the speaker's intended points. An outline and a bibliography with at least five (5) current sources are required for this speech. (6-8 minutes)

**Persuasive Speech:**

The purpose of the persuasive speech can either be to influence someone's thinking (to your point of view), to sell something, or to motivate to action. You may compare your company to its competition, trying to persuade us that your company's products or services are the best. You may try to persuade us to purchase your company's products. You may try to persuade us to buy your company's stock. The use of a Power Point presentation is required to back up your claims. At least five (5) sources from current literature are required for this speech. You must verbally cite each of your sources in this speech. An outline and bibliography are required. (7-9 minutes)

**PRESENTATION OF SPEECHES**

Following is the criteria for each assignment due this semester.

- A. A MAXIMUM of 2 NOTECARDS will be allowed (any size – front only).
- B. A complete TYPED outline **MUST** be submitted with the presentation of each speech. A resume, cover letter, and job description are required for interviewing.
- C. There are NO MAKE-UP PRESENTATIONS.
- D. DRESS MUST BE APPROPRIATE for business presentation. Thus, no jeans, shorts, cropped shirts, hats, caps, ect...
- E. Presentations NOT making the MINIMUM TIME LIMIT will begin at the grade of "C".
- F. READING YOUR SPEECH will result in a MAXIMUM GRADE of "D".

**Academic Honesty:**

*The Faculty Handbook states that the University expects all students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. Furthermore, the University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. Academic dishonesty will result in a grade of zero for that assignment.*

**Proper Classroom Demeanor/Rules of Conduct:** According to university policy " Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Please turn off or mute your cellular phone and/or pager before class begins. Students are prohibited from eating in class, using tobacco products, making offensive remarks, reading newspapers, sleeping, talking among each other at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in a, minimally, a directive to leave class or being reported to the Dean of Students for disciplinary action in accordance with university policy.

**Americans with Disabilities Act:** According to University policy requests for accommodations must be initiated by the student. A student seeking accommodations should go to the Counseling Center and Services for Students with Disabilities (SSD) in a timely manner. Every semester that the student desires accommodations, it is the student's responsibility to complete a Classroom Accommodation Request Form at the SSD office and follow the stated procedure in notifying faculty. Accommodations for disabled students are decided based upon documentation and need on a case-by-case basis by the Counseling Center

**Religious Holidays:** University policy states that a student who is absent from class for the observance of a religious holy day to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence. The student, not later than the 15th calendar day after the first day of the semester, or the 7th calendar day after the first day of a summer session, must notify the instructor of each scheduled class that he/she would be absent for a religious holy day (Faculty Handbook, §§1.02-2.01).