

# COM 282.10 SPEECH FOR BUSINESS/PROFESSIONAL

## Spring 2010

Instructor:

Adam M. Key, MIS

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Office: Dan Rather 322J

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Hours: Mon-Thurs, 10:30a-12:00p

Other times by appointment

Course Number: COM 282.10(3 hrs)

Room: Dan Rather 312

Hours: Tues/Thurs 12:30-1:50

Required Text:

Adler, R. B., & Elmhorst, J. M. (2008).

Communicating at work: Principles and practices for business and the professions. (9<sup>th</sup>ed.). New York: McGraw Hill.

### COURSE DESCRIPTION

This course examines theory and research in interpersonal principles, leadership strategies, listening, and nonverbal communication. Emphasis is on the application of this knowledge to develop communication skills in settings such as interviewing, group decision-making, speech preparation and presentation.

The purpose of this course is to provide you with the skills necessary to speak publicly. As such, this section requires several speeches, but has no written exams.

### COURSE OBJECTIVES

After completing this course students should have:

1. Learned to apply course materials to improve presenting materials, critical-thinking, problem solving, and decision making;
2. Develop skills in expressing themselves orally in a variety of settings.
3. Gained the ability to effectively critique speeches given by themselves and others.

## REQUIRED SUPPLIES

In addition to the text, students are required to bring a USB drive (aka thumb drive, flash drive), etc, with them to every class. The drive must be in working order and contain at least 4 GB of space.

## GRADING PLAN

In this class, students will accumulate points toward a final grade. There will be no weighting percentage of assignments. The grade in the course will be determined using the following scale:

A = 1000-900

B = 899-800

C = 799-700

D = 699-600

F = 599-000

Final course grades will be calculated using the following matrix:

Introduction Speech	25	IPO Presentation	150
Critique	25	Outline	25
		Critique	25
Training Presentation	125		
Outline	25	Press Conference	125
Critique	25	Outline	25
		Critique	25
Sales Presentation	150		
Outline	25	Trade Show Presentation	150
Critique	25	Outline	25
		Critique	25

Possible Total 1000

## EXTRA CREDIT

Observing and critiquing other's speeches helps improve your own speaking style. By observing others, it is more apparent what you look and sound like.

Students may earn extra credit in this course by observing speeches made by others. Observed speeches must be at least 10 minutes in length, and may be observed in person or electronically.

For every observed speech, the student must document the name of the speaker, the time and date the speech occurred, when the speech was watched if not done in person, what the speaker did well,

and what the speaker could improve on. Each completed observation is worth 2 points, for a maximum of 20 points(2% of the final grade).

Serving as a judge for the SHSU Debate Team's tournament in Huntsville (March 5-7, 2009) will provide enough observations for the complete 20 points.

## GRADE POLICY

All grades will be posted on the Blackboard class page and may be accessed by the student at any point during the semester. Final class grades will not be released over the phone or internet, however, by comparing their total points to the scale above a student may determine their final class grade.

Students who cannot complete the course requirements due to illness or any other unforeseen issue may apply for an X in the course. To apply for the grade of incomplete the student must submit in writing to the instructor a documented explanation and supporting data on or before INSERT DATE HERE. The request will be submitted to office of the Dean of CHSS for a final decision.

## SPEECHES

### INTRODUCTION

Type: Impromptu	Time: 1 minute
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A simple explanation of who the student is, where they are from, their plans for the future, and what they hope to accomplish by the end of this course.

This speech is designed to allow the instructor to assess the student's baseline speaking ability. This is a completion grade.

### TRAINING

Type: Group/Informative	Time: 16-20 minutes
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Informative speeches are based on research. You will be broken up into 6 groups of no more than 4 students. Each group will select a country that American companies regularly do business with (i.e. China, Germany, etc). The presentation will be an informative training to prepare businessmen and women who will be transferring to the company's office in the group's selected country.

Each group member must speak for at least 4 minutes and present at least 2 sources. Speakers will be graded individually and for their ability to work as a member of a team. An outline and bibliography with at least 8 references is required for this speech. All sources must be verbally cited within the speech.

## SALES

Type: Persuasive(No Visual Aids)
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Time: 7-8 minutes
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The purpose of a persuasive speech is to change the mind of the listener. This is true whether you're asking for a raise, trying to sell a product, or looking for investors. The purpose of a sales presentation is to convince consumers to purchase a specific product.

Students will pick a product currently for sale in the United States and make a sales presentation tailored to the product's intended audience. No visual aids are permitted. An outline and bibliography with at least 5 references is required for this speech. All sources must be verbally cited within the speech.

## IPO

Type: Persuasive(W/ Visual Aids)
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Time: 9-10 minutes
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The purpose of a persuasive speech is to change the mind of the listener. This is true whether you're asking for a raise, trying to sell a product, or looking for investors. The purpose of a sales presentation is to convince consumers to purchase a specific product.

Students will pick either a company that is not currently traded publicly or a product that has not yet been released. The purpose of this presentation is to convince potential investors to purchase stock in your company. Visual aids (PowerPoint, handouts, etc) are required. An outline and bibliography with at least 7 references is required for this speech. All sources must be verbally cited within the speech.

## PRESS CONFERENCE

Type: Informative W/Questions
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Time: 8 minutes
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In addition to knowing how to speak about a particular topic, the credible businessperson must be able to answer questions, both friendly and hostile, about their subject. Press conferences provide an excellent example of both speaking on a topic and being able to answer questions concerning it.

Students will pick a particular news event (i.e. product release, layoffs, new plant opening, etc) about a Fortune 500 company of their choosing. Speeches must be between 4-5 minutes in length, leaving the remaining time for questions. In addition to making speeches, each student not presenting on a particular day will be required to ask at least two relevant questions per presentation day.

Students will be graded both on their speech and their ability to field questions. Answers to questions will be evaluated on their thoroughness and how directly they answer the question. . An

outline and bibliography with at least 3 references is required for this speech. All sources must be verbally cited within the speech.

### TRADE SHOW

Type: Persuasive W/Visuals and ?s	Time: 8 minutes
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Trade shows are exhibitions that allow a specific industry to showcase the best products and services they have to offer. Each student will select a company (no more than 3 students can use the same company) and prepare a verbal and visual presentation highlighting the company.

Students will be separated into 3 groups of no more than 8. On the day of presentation, each student will be given an area inside the classroom to set up their presentation. During the class period, the instructor and other students will walk from table to table, listening to presentations and asking questions. Students are required to continuously present to whomever approaches their table, as the conditions would be in an actual trade show. Students will primarily be graded on the presentation given to the instructor, but points will be docked if they are not presenting to others.

Visual aids are required for this speech. Tri-folds, handouts, and other physical products are preferred. Due to limited resources, electronic presentations may only be made on laptops provided by the student. No special consideration will be given for electronic presentations. Creativity is encouraged.

### COURSE OUTLINE

Date	Readings DONE BY	Assignments DUE	Lecture	Speeches
JAN 14			Syllabus	<b>INTRODUCTION</b>
JAN 19	p. 1-31		Communicating at Work	
JAN 21	p. 100-127	Critique 1	Verbal/Nonverbal Messages	
JAN 26	p.324-364		Developing/Organizing	
JAN 28	p. 372-381,		Supporting Material	
FEB 2	p.434-457		Informative/Group	
FEB 4	422-426		Speaking With Confidence	
FEB 9				<b>TRAINING</b>
FEB 11				<b>TRAINING</b>
FEB 16	p. 469-475		Types of Persuasion	
FEB 18	p. 476-484	Critique 2	Persuasion Strategies	
FEB 23	p. 485-494		Organizing Persuasion	
FEB 25				<b>SALES</b>
MAR 2				<b>SALES</b>
MAR 4				<b>SALES</b>
MAR 9	p. 381-397		Visual Aids	

MAR 11		Critique 3	Effective Powerpoint	
MAR 16		SPRING BREAK		
MAR 18			NO CLASS	
MAR 23				IPO
MAR 25				IPO
MAR 30				IPO
APR 1				IPO
APR 6	p. 76-87, 418-420		Answering Questions	
APR 8	p. 88-94		Listening	
APR 13		Critique 4		PRESS CONF
APR 15				PRESS CONF
APR 20				PRESS CONF
APR 22			Putting It All Together	
APR 27			Trade Shows	
APR 29				TRADE SHOW
MAY 4				TRADE SHOW
MAY 6				TRADE SHOW
FINAL	DATE TBA	Critique 5		

### ATTENDANCE POLICY

As in a real business environment, punctuality and attendance are incredibly important. The Student Handbook provides that regular and punctual class attendance is expected of each student at Sam Houston State University and that it is expected that each faculty member will keep a record of student attendance. Therefore, the following attendance policy will be adhered to for the duration of the course.

1. Absences, tardiness, or leaving early **WILL** adversely affect the student's grade.
2. Students will be allowed 3 class hours of absences without penalty.
3. Each unexcused absence after the first 3 missed hours will result in the deduction of 50 points (5%) off the student's final grade. If the absence is during the scheduled presentations of other students, an additional 50 points (5%) for a total of 100 points (10%) will be deducted off a student's final grade.
4. Attendance will be taken via sign-in sheet which will be passed around at the beginning of class. Any student not present when the sign-in sheet is collected will be considered absent. Signing in for another student is considered academic dishonesty. Any student signing in for a student will receive a failing grade for the course and all appropriate university officials will be notified.

5. The ONLY exceptions to the attendance policy are SHSU sponsored activities, religious holidays (see policy below), medical absences, and bereavement leave. Sponsored activities require documentation to be presented to the instructor prior to the absence containing the signature of the SHSU employee sponsor. Medical absences require notice from a physician or other medical personnel (i.e. doctor's note), and bereavement leave requires documentation (i.e. funeral announcement).
6. Students leaving early will be counted absent.
7. Students are responsible for finding out which work was missed after an absence.
8. If a speech needs to be missed due to an excused absence, it is the student's responsibility to make arrangements to give the speech before the missed absence. In the event of absences due to emergencies, it is the student's responsibility to communicate with the instructor about rescheduling the speech for a later date.
9. Students missing speeches due to an unexcused absence will receive no points for that speech and will not be allowed to reschedule.

### OPTIONAL TEXTS

The following texts are not required. However, students interested in furthering their public speaking ability are encouraged to purchase and read the following books. Additionally, several course handouts contain material contained in these books:

Luntz, F. (2007). *Words that work*. New York: Hyperion.

Spence, G. (2005). *Win your case: How to present, persuade, and prevail - every place, every time*. New York: St. Martin's Press.

Weissman, J. (2009). *Presenting to win: technique, style, and strategy from America's top speaking coach*. Hoboken, NJ: Wiley & Sons.

### ACADEMIC HONESTY

University Policy:

All students are expected 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.

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.

#### Class Policy:

Academic dishonesty will not be tolerated in any way, shape, or form during this course. If you use someone else's work, it must be documented. In public speaking, it is actually more beneficial to you to have a credible source than to make something sound like it's merely your own opinion. Therefore, you should have no reason to plagiarize someone else's work.

The instructor reserves the right to use any and all means necessary to verify research and combat academic dishonesty, including but not limited to electronic searches (i.e. TurnItIn).

### CLASSROOM CONDUCT

According to university policy (§5) of the Student Handbook, "students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Specifically:

1. Please turn off or mute all cellular phone and/or pager before class begins. **DO NOT** text during class.
2. Students are asked to refrain from reading newspapers or outside text, completing assignments for a course other than the one currently attending, sleeping, talking among each other at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction such as text-messaging or conduct that significantly endangers the health or safety of other persons.
3. Engaging in hazing or harassment where the individual intentionally threatens, in person, by telephone, electronically, in writing, or by other offensive manner or committing an act that causes a person to feel threatened. Such prohibition includes disorderly classroom conduct that obstructs, interferes with, inhibits and/or disrupts teaching and/or related classroom activities.
4. Inappropriate behavior in the classroom shall result in a, minimally, a directive to leave class. The second offense will result in the student being reported to the Dean of Students for disciplinary action in accordance with university policy; and the instructor reserves the right to give the student an F for the overall class grade.

## **FREEDOM OF SPEECH**

The student's right to speak on the topic of their choice will be upheld in the class. Choice of topic, values and beliefs will not be judged. Audience members are expected to respect the views of their classmates. I will defend a student's freedom of speech; I will not, however, defend a student's personal position on the topic.

## **AMERICANS WITH DISABILITIES ACT**

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If a student has a disability that may affect adversely his/her work in this class, then the student is encouraged to register with the SHSU Counseling Center and to talk with the instructor about how best to deal with the situation. All disclosures of disabilities will be kept strictly confidential.

NOTE: No accommodation can be made until the student registers with the Counseling Center.

## **RELIGIOUS HOLIDAYS**

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

"Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code.

## **CLASSROOM VISITORS**

Unannounced visitors to class must present a current, official SHSU identification card to be permitted into the classroom. They must not present a disruption to the class by their attendance. If

the visitor is not a registered student, it is at the instructor's discretion whether or not the visitor will be allowed to remain in the classroom.

### INSTRUCTOR EVALUATIONS

At the end of the semester, students will be given the opportunity to evaluate this course and instructor. Please answer the questions completely and honestly.

### SPEECH AND DEBATE

The instructor is the current coach of the Sam Houston Speech and Debate Team. Students are free to join the team if they so choose. However, please be advised that membership status on the team will have **ABSOLUTELY NO EFFECT** on grades or participation in this course.