Syllabus Information: Speech 1321(Online)

Instructor: Dr. Mark Burks
College: Eastfield College (DCCCD)
Division: Arts and Communications
Semester: Summer I – 2019 (6/6/19 – 7/3/19)
Course: Speech 1321
Course Title: Business and Professional Communication
Credit Hours: 3 credit hours
Class Period: Section 45410 – Online instruction
(6/6/19 – 7/3/19) – Summer I
Certification/Census Date: (6/10/19)
Drop/Withdraw Date: (6/25/19)
Section Numbers: 45410
Office: L-328
Office Phone: (972) 860-7063
Office Hours: Online
Campus Email: mburks@dcccd.edu

Required Text:


- ISBN-10: 0134011686

Catalog Description

Study and application of communication within the business and professional context. Special emphasis will be given to communication competencies in presentations, dyads, teams and technologically mediated formats.

Grading Scale:

A = 1100 – 990
B = 989 – 880
C = 879 – 770
D = 769 – 660
F = 659 and below
Grading:

This course is worth 1100 points. The breakdown is as follows:
A = 1100 - 990, B = 989 - 880, C = 879 - 770, D = 769 - 660, F = 659 and below

Keep Track of Your Grades

Examinations - 100 points (4) 400 points
Online Chapter Discussions – 10 points (14) 140 points
Chapter Quizzes – 10 points (14) 140 points
Orientation Quiz 20 points
Interview Project 100 pts.
**Informative Presentation, Outline, & Visual Aid 150 pts.
**Persuasive Presentation, Outline, & Visual Aid 150 pts.

Final Total = ______________

(**Indicates a major speaking activity)

Extra Credit (110 pts. for misc. activities) 110 pts.

Test information:
Test 1 - (eCampus) (Chapters 1-5)
Test 2 - (eCampus) (Chapters 6-10)
Test 3 - (eCampus) (Chapters 11-14)
Final - (eCampus) (Chapters 1-14)

Assignment Information:

For this course, exams, chapter quizzes, and discussions questions will be opened/made available at different times during this shortened semester. Please see the COURSE SCHEDULE, CALANDAR, ANNOUNCEMENTS, and class emails for specific due dates. After the due dates have passed these materials will be no longer available for you to access.
**Examinations:** *(Find Exams in the EXAMS folder on eCampus)*

There will be 4 exams given this semester (see the exam information listed below). Tests will be composed of textbook and PowerPoint lecture materials. Exams will consist of fifty (50) multiple choice and true/false questions accessible on eCampus. *(See the COURSE SCHEDULE, CALANDAR, ANNOUNCEMENTS, and class emails for specific due dates).*

(400 points)
- Exam #1 (Chapters 1-5) 100 points
- Exam #2 (Chapters 6-10) 100 points
- Exam #3 (Chapters 11-14) 100 points
- Final Exam (Chapters 1-14) 100 points

**Online chapter discussions:** *(Find in the DISCUSSIONS folder on eCampus)*

There will be fourteen (14) chapter discussion questions posted throughout the duration of this semester *(See the COURSE SCHEDULE, CALANDAR, ANNOUNCEMENTS, and class emails for specific due dates).* Each student will have a specific amount of time to respond to these questions and after the due dates have passed these materials will be no longer available for you to access. For this to be productive and worthwhile, you will need to complete your assigned readings in order to post intelligent, well-constructed responses. **You must post your own response to the discussion question.** The DISCUSSIONS folder will be our “classroom” for the duration of the course. *(140 points)*

**Online chapter quizzes:** *(Find Quizzes in the CHAPTER QUIZZES folder on eCampus)*

There will be fourteen (14) chapter quizzes offered throughout the duration of this semester *(See the COURSE SCHEDULE, CALANDAR, ANNOUNCEMENTS, and class emails for specific due dates).* Each student will have a specific amount of time to answer these questions and after the due dates have passed these materials will be no longer available for you to access. The quizzes will cover the content for each chapter reading assignment. Further, the quizzes will consist of multiple choice and true/false questions accessible on eCampus. **Quizzes may be attempted multiple times to ensure necessary completion and retention.** *(Note: Some of the quiz questions will be included in each examination.)* *(140 points)*

**Interview Project:** *(Find Project information in the ASSIGNMENTS folder on eCampus)*

*(Specific requirements for these activities will be posted at a later date.)* *(100 points)* *(See the COURSE SCHEDULE, CALANDAR, ANNOUNCEMENTS, and class emails for specific due dates).*

**Informative Presentation:** *(Find Project information in the ASSIGNMENTS folder on eCampus)*

Develop a 4-6 minute speech to inform your audience based on one of the following criteria: *(150 points)* *(Specific requirements for these activities will be posted in the ASSIGNMENTS folder.)* *(See Submitting Speech Presentations.)* *(See the COURSE SCHEDULE, CALANDAR, ANNOUNCEMENTS, and class emails for specific due dates.)*

- Report (inform) on a famous person (a past or present person).
- Report (inform) on famous organization.
- Provide information on a famous event.
**Persuasive Presentation:** *(Find Presentation information in the ASSIGNMENTS folder on eCampus)* Develop and deliver a 4-6 minute persuasive speech on a topic of interest to you and your audience. (150 points) (Specific requirements for these activities will be posted in the ASSIGNMENTS folder.) *(See Submitting Speech Presentations).* *(See the COURSE SCHEDULE, CALANDAR, ANNOUNCEMENTS, and class emails for specific due dates).*

**Submitting Speech Presentations:**

Record and upload your speech to *YouTube* ([http://www.youtube.com](http://www.youtube.com)) and send me the file link so I can find and view your speech *(Submit to the ASSIGNMENTS folder).*

- Make sure that you have access to the proper recording and/or computer equipment.
- An audience of **at least 3 adults (18 years or older)** must be present for each speech, so plan ahead. Audience members can consist of family members, neighbors, friends, classmates or co-workers, you decide.
- Your recordings must show both the speaker and an audience of at least 3 adults periodically during the speech *(Failure to meet this requirement will result in a 35% grade reduction for that presentation).*
- The visual aid you have selected must appear in the recording and be incorporated into the speech, if I don’t see your visual aid in the recording; you will not receive credit (25 points).
- Remember if I cannot view your presentation, I cannot grade your presentation and you will receive a “0”.
- Speeches are timed and research is required.
- You will also need to include your required presentation outlines and visual aids when you submit your speeches. Submit your speech outlines to the ASSIGNMENTS FOLDER. If you are using PowerPoint submit to the ASSIGNMENTS FOLDER.
- To find out more information concerning *YouTube* go to [http://help.youtube.com/support/youtube/](http://help.youtube.com/support/youtube/).

*The informative and persuasive speeches are required for this course.*

*“Failure to present either the informative or persuasive speech will result in a reduction of one letter grade from your final overall course grade.”*

A speech must presented to receive any class points. Partial points or credit will not be given if a speech is not presented, a grade of 0 will be recorded for all parts (speech, outline, & visual aid) of an incomplete speech.

**Extra Credit:** *(Find more information in the EXTRA CREDIT folder on eCampus)*

Throughout the semester, various activities will be offered as extra credit. Points vary according to activity. These extra credit points cannot exceed **one hundred ten (110) points total**.

- Extra credit points can only be used to bring up a grade if all four (4) tests are taken and the informative and persuasive speaking activities are completed.
Additional Policies:

- Communicate with me. I cannot help if you don’t keep me informed of any problems or issues that may arise. Please email (mburks@dcccd.edu) or call ((972)-860-7063).
- Keep up with your chapter reading assignments and discussions.
- The course, syllabus and schedule may be modified to fit individual class and/or college needs.
- I expect you to make meaningful contributions to the collective learning experience through online discussion and interaction. You are not required to log into the course daily, but I do encourage you to log in frequently throughout the week.
- The DISCUSSION BOARD is our “classroom” for the duration of the course.
- Successful online students should demonstrate higher order thinking skills and be able to commit an average of six (6) to ten (10) hours per week to this course.
- I will log into the class daily (Monday – Friday) to interact and assess the progress you are making in this course. I will usually respond to emails within 48 hours. If you need to contact me please email or call my office (972)-860-7063.
- Each week, you’ll find objectives and reading assignments, plus links and supplemental material. (Monday is considered day 1 of each week and Sunday is considered day 7).
- Students must have access and a working knowledge of basic computing, internet, eCampus and email.
- Online behavior which disrupts the teaching–learning process during online class activities (e.g., discussion board activities) will not be tolerated. While a variety of behaviors can be disruptive in an online classroom setting, more serious examples include belligerent, abusive, profane, and/or threatening behavior will not be tolerated. A student who fails to respond to reasonable faculty direction regarding online classroom behavior may be dismissed from class. Please respect your classmates.
- An Incomplete (I) grade will be assigned at the discretion of the instructor when, due to extenuating circumstances (as determined by the instructor), the student who has successfully completed a substantial portion of the course’s work with a passing grade and was prevented from completing the work of the course on time. Generally, extenuating circumstances are defined as those situations over which the student has little or no control. Requirements for receiving an Incomplete (I) grade include the following:
  - Completion of at least 75% of course assignments course’s major requirements.
  - A request for an Incomplete (I) grade prior to the last week of class.
  - Submission of suitable and applicable documentation.
  - The student, at the time of the request, is passing the course.

Additional Eastfield College & DCCCD Information:

Drop/Withdraw Date: Tuesday – June 25, 2019. Failure to officially drop or withdraw from a course may result in a performance grade of F.
If you are unable to complete this course, it is your responsibility to withdraw formally. The withdrawal request must be received in the Registrar’s Office by (Tuesday – June 25, 2019). Failure to do so will result in your receiving a performance grade, usually an “F.” If you drop a class or withdraw from the college before the official drop/withdrawal deadline, you will receive a “W” (Withdraw) in each class dropped.

Institutional Policies relating to this course can be accessed from the following link:


- Student Success
  - Academic Advising and Degree Planning
  - Tutoring
  - Students With Disabilities
  - Cheating, Plagiarism and Collusion
  - Student Survey of Instruction
  - Religious and Ethnic Holiday Observance
  - Harassment, Discrimination and Sexual Misconduct

- Students Receiving Financial Aid
  - Attendance and Participation
  - Withdrawing From Classes

- Class Drop and Repeat Options
  - Withdrawal Policy
  - Six Drop Rule
  - Repeating a Course and Third Drop Rule

- In Case of a Campus Emergency

- Concealed Carry
  - Weapons

- Syllabus Change Disclaimer

- Other College-Specific Information
Other Institutional Information:

Emergency and inclement weather procedures:
In case of emergency* or inclement weather conditions, Eastfield students should listen to KEOM-FM Radio Station (88.5) as the primary media source. In partnership with the Mesquite ISD, EFC Administration will notify KEOM immediately after a decision is made to cancel classes on any given day of inclement weather or for emergency purposes. The earliest an announcement may be broadcast on KEOM Radio is 6:00 am. Students may also refer to the Eastfield College web page www.eastfieldcollege.com for the Inclement Weather announcement under the Features area of the front page. The announcement will be posted immediately following the decision to close the college. *Emergencies may include power or air conditioning outages, fires, etc.

Eastfield College Email Policy:
Faculty and students must have and use a DCCCD account for all correspondence relating to academic coursework. All currently registered students with the Dallas County Community College District qualify for Office 365 including Outlook based email. For more information and instructions for accessing your account please see www.dcccd.edu/MSoffice.

Obtaining your grades at the end of the semester:
Final Grade Reports are no longer mailed. Convenient access is available online at www.econnect.dcccd.edu. Use your identification number when you log onto eConnect, an online system developed by the DCCCD to provide you with timely information regarding your college record. Your grades will also be printed on your Student Advising Report, which is available in the Admissions Office.

Printing on Campus:
Printing in the Computer Lab (L108), Library, and Learning Assistance Center will cost 5 cents per page. Students must bring a $1.00, $5.00, $10.00, or $20.00 bill to the lab to create an account. Accounts must be created before attempting to print. No Change is made in the lab. Once the money is in the bill acceptor, it cannot be retrieved. Cash refunds are not possible. Accounts stay active as long as the account has value.

Family Educational Rights and Privacy Act of 1974 (FERPA): In compliance with the Family Educational Rights and Privacy Act of 1974 (FERPA), the College may release information classified as “directory information” to the general public without the written consent of the student. Directory information includes: (1) student name, (2) student address, (3) telephone numbers, (4) date and place of birth, (5) weight and height of members of athletic teams, (6) participation in officially recognized activities and sports, (7) dates of attendance, (8) educational institution most recently attended, and (9) other similar information, including major field of student and degrees and awards received. Students may protect their directory information at any time during the academic year. If no request is filed, directory information is released upon written inquiry. No telephone inquiries are acknowledged. No transcript or academic record is released without written consent from the student, except as specified by law. For more information please refer to: https://www.dcccd.edu/Emp/policy/WhatIsFERPA/Pages/default.aspx
**DCCCD Emergency Operating Procedures:**
http://video.dcccd.edu/rtv/DO/emergency_dcccd.wmv

**Texas Higher Education Coordinating Board Student Learning Outcomes:**

**SPCH 1321 Business & Professional Communication**

Study and application of communication within the business and professional context. Special emphasis will be given to communication competencies in presentations, dyads, teams and technologically mediated formats.

**Learning Outcomes**

Upon successful completion of this course, students will:

1. Demonstrate communication competence and critical thinking through an understanding of the foundational communication models.
2. Demonstrate essential public speaking skills in professional presentations.
3. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership and performance appraisals.)
4. Apply essential dyadic and small group processes as they relate to the workplace.
5. Utilize various technologies as they relate to competent communication.
6. Demonstrate effective cross-cultural communication.
Online Courses Information and Assistance:

- Go to http://ecampus.dcccd.edu. From there choose which semester you need.

- What information must students have to log into the course after they have been enrolled?

  1) Their **username** for the student is their student ID number
  2) Their **password** is their student ID number the first time they login
  3) If they have forgotten their student ID number or their password they should call the help desk at 972-669-6402 or 1-866-374-7169.
  4) Once they have logged onto eCampus (Blackboard), they should see your course(s) on the right under "MY COURSE;"
  5) They should then click the course title they choose to work in

- If you need Technical Support, please visit eCampus see the Help & FAQ tab, or send an email to ecampus.support@ dcccd.edu, or call the help line at **972-669-6402 or 1-866-374-7169.**

- For ecampus student tutorials go to:

  http://ecampus.support.dcccd.edu/v91/studenttutorials/studentIndexv91.html

- For additional questions concerning ecampus go to:


- To request assistance by e-mail, please send your request to:

  ecampus.support@ dcccd.edu

- To request assistance by telephone, please call 972-669-6402 or 1-866-374-7169 during these hours:

  Monday, Tuesday, Wednesday: 8 a.m. - 11 p.m.
  Thursday and Friday: 8 a.m. - 6 p.m.
  Saturday and Sunday: 3 p.m. - 11 p.m.
eCampus Information:

START HERE tab - Online Orientation PowerPoint, syllabus, schedule, and quiz

INTRO TO ONLINE LEARNING tab - Information, contacts, and support services resources for online and blended learning

ONLINE TIPS tab - Information and advice for online learners

COURSE OBJECTIVES tab - Texas Higher Education Coordinating Board student learning outcomes

SYLLABUS tab - Copy of courses syllabus

COURSE SCHEDULE tab - Copy of course schedule

CALENDAR tab - Course calendar posted here

EXAMS tab - Exams posted here

CHAPTER QUIZZES tab - Chapter quizzes posted here

POWERPOINTS tab - Chapter lectures posted here

DISCUSSIONS tab - Chapter discussion questions and responses found here

ASSIGNMENTS tab - Speech information and requirements found here

ANNOUNCEMENTS tab - Course announcements found here

EXTRA CREDIT tab - Extra credit assignments posted here
<table>
<thead>
<tr>
<th>Tab</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXTERNAL LINKS tab</td>
<td>Internet resources found here</td>
</tr>
<tr>
<td>GRADES tab</td>
<td>Link to the Gradebook</td>
</tr>
<tr>
<td>TOOLS tab</td>
<td>Course tools located here (My Grades, Groups, etc.)</td>
</tr>
<tr>
<td>HELP tab</td>
<td>The Official Blackboard (eCampus) help site</td>
</tr>
<tr>
<td>FREE MICROSOFT 365 tab</td>
<td>Install up to five copies of Microsoft Office software</td>
</tr>
</tbody>
</table>