BUSINESS AND PROFESSIONAL COMMUNICATION
SPCH.1321.66400
Summer II 2019
July 8, 2019 – August 8, 2019

Professor: Dr. Tony Kroll
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Office Number: W271
Office Hours: Monday and Wednesday - 2:00 pm to 4:30 pm
Anytime by Appointment - Skype (ProfessorTonyKroll)
Anytime by Appointment - MVC campus
Meeting Days & Time: Daily, online
Credit Hours: 3
Division: Arts and Communication
Division Office Hours: M-Th 7:30 am to 7:00 pm
F 7:30 am to 5:00 pm
Division Phone: 214.860.8783
Office Location: E40

Course 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.

Course Pre-requisites: One of the following must be met:
(1) Developmental Reading 0093 AND Developmental Writing 0093;
(2) English as a Second Language (ESOL) 0044 AND 0054; or
(3) have met Texas Success Initiative (TSI) Reading and Writing standards.

Course Materials/Supplies Needed

DCCCD Core Objectives:
Critical Thinking Skills - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
Communication Skills - to include effective development, interpretation and expression of ideas through written, oral and visual communication
Teamwork - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
Personal Responsibility - to include the ability to connect choices, actions and consequences to ethical decision-making
Student Learning Outcomes for SPCH 1321
Upon successful completion of this course, students will:
1. Demonstrate communication competence and critical thinking through an understanding of the 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.

Course Outline (this is a general overview – a calendar is provided in this document): The course content is organized into four learning modules. Each module has required discussion assignments and a quiz. You will be posting to the Discussion Board, reading/responding to other students in the Discussion Board, and completing quizzes. The application assignments will begin in Module 2. The application assignments extend beyond the learning Modules. The application assignments are major assignments that take time for synthesis of information, writing/revision of drafts, and reflection.

Evaluation Procedures:

Quizzes (Learning Objectives 1, 3, 4, and 6): Each of the four modules will have a short quiz (50 points each for a total of 200 points, notated as Q1 through Q4 in the Grade Center) comprised of multiple choice and true/false questions. The quizzes will be taken in BlackBoard and each must be completed before the date and time due in the Module where it is assigned (always the last day of the module at 11:55 pm).

Application Projects (Learning Objectives 1, 3, 4, 5, and 6): There will be three application projects that include an activity, a written reflection, and/or an application essay (300 points).

Presentations (Learning Objectives 1, 2, 3, and 5): All sections of SPCH 1321 require students to give three extemporaneous presentations. We will give an Informative, a Persuasive in a Problem/Solution format, and a Persuasive in a Refutation format. Each presentation will include a typed preparation outline, a one-page speaking outline, and a bibliography that lists sources used in the presentation. The presentations will be 3 to 5 minutes in length and will require verbal citation of at least three scholarly sources. The presentations will count 300 points toward the final course grade. The Presentation Feedback Forms, included in the rubrics tab, will be used to evaluate the presentations. The presentations will be recorded and uploaded to Vimeo with a link to the presentation copied and pasted in the assignment folder. A single, contiguous recording is required. There is a 50-point penalty for recordings that feel spliced or edited. Due dates are not extended because of problems with technology. Please be careful to save enough time for recording and uploading your recording. The video quality of your recording is not the priority. Some telephones are set to high resolution by default. You will want to adjust the resolution down so that it is easier to manage smaller files. Extemporaneous style is required – presentations in a manuscript or memorized style will receive a 50-point penalty. All three presentations must be attempted for a passing grade in course, regardless of the number of points earned on other assignments.

Discussion Assignments (Learning Objectives 1, 3, 4, 5, and 6): Each of the four modules will have an online discussion of the reading assignment for that module. In the first part of each module you will be required to post a response to the discussion prompt. In the second part of each module you will be required to respond to at least two of your classmates. Our goal is to engage in discussion to help each other learn and think about the content we are studying. Each module will also have a Warm-Up Activity that is completed before starting the content in the module. There are no course points allocated to the Warm-Up activities – instead, they are designed to give you a chance to think about the content before starting your reading assignments. Proper grammar, spelling, and professional writing
are expected in the discussion posts, along with the page number for the course content/concepts you are using (50 points each for a total of 200 points, notated as D1 through D4 in the Grade Center).

**Instructor Attendance Policy:** You must participate daily in online discussion and assignments.

Due dates are not extended due to excused or unexcused absences. Due dates are not extended due to problems with technology. Links to recordings must be fully functional (including access in cases where you are password protected) at the day and time due – points can not be awarded if the video can not be viewed. Before posting your recorded presentations in the assignment folder, please send your link to a friend and ask them to verify that it can be opened. Broken links or problems with passwords will result in zero points earned for the assignment.

**Grading Scale:**

The following chart indicates the maximum number of points available for each assignment:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application Project - Corner Office Leader</td>
<td>100</td>
</tr>
<tr>
<td>Application Project - Interview</td>
<td>100</td>
</tr>
<tr>
<td>Application Project - Essay</td>
<td>100</td>
</tr>
<tr>
<td>Informative Presentation</td>
<td>100</td>
</tr>
<tr>
<td>Persuasive Presentation – Problem/Solution</td>
<td>100</td>
</tr>
<tr>
<td>Persuasive Presentation - Refutation</td>
<td>100</td>
</tr>
<tr>
<td>Module Discussion Assignments (4 at 50 points each)</td>
<td>200</td>
</tr>
<tr>
<td>Module Quizzes (4 at 50 points each)</td>
<td>200</td>
</tr>
<tr>
<td><strong>Total Points Available</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

The following chart indicates the requirements for each letter grade:

<table>
<thead>
<tr>
<th>Course Grade</th>
<th>Points Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>900 to 1000</td>
</tr>
<tr>
<td>B</td>
<td>800 to 899</td>
</tr>
<tr>
<td>C</td>
<td>700 to 799</td>
</tr>
<tr>
<td>D</td>
<td>600 to 699</td>
</tr>
<tr>
<td>F</td>
<td>0 to 599</td>
</tr>
</tbody>
</table>

**The withdraw date for this class is July 30, 2019.**

**Academic Dishonesty:**

Academic honesty is expected, and integrity is valued in the Dallas County Community Colleges. Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion. As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published in the DCCCD Catalog. More information is available at [https://www1.dcccd.edu/catalog/ss/code.cfm](https://www1.dcccd.edu/catalog/ss/code.cfm).

Academic dishonesty (cheating on a quiz or a speech, as an example) will result in the student receiving a failing grade on the assignment a second case during the semester will result in a failing grade for SPCH 1321.
**Plagiarism:** Plagiarism is discussed in the Code of Student Conduct. For this course, both “casual” and “flagrant” plagiarism are specific violations of the Student Code of Conduct and, as such, will result in grade penalties. Penalties for any type of plagiarism (e.g. preparation outline, discussion postings, essay, use of visual images in a PowerPoint presentation without giving credit, etc.) include a grade of “0/F” on the plagiarized assignment. Revisions of the plagiarized assignment will not be accepted. A repeat offense by the same student will result in a grade of “F” for the course. In some cases, at the discretion of the Executive Dean of Student Support Services, plagiarism can result in suspension or removal from the College.


**Course Calendar:** The course content is organized into four learning modules. Each module has required discussion assignments and a quiz. You will be posting to the Discussion Board, reading and responding to other students in the Discussion Board, and quizzes. The application assignments begin in Module 2 and continue through the rest of the semester.

*All due dates are 11:55 pm on the day due unless a different time is specified.*

Course Introduction – Becoming Familiar with BlackBoard, Vimeo, Application Projects, and the Course Design

*July 8*

*Please post a self-introduction in the Discussion Board so we can get to know each other. Make a short recording with your telephone and upload to Vimeo (vimeo.com). Once uploaded, create a link to the recording and send the link to a friend to make sure it works. Copy and paste the link to your video in the discussion thread.*

Module 1  
Presentation Basics

*July 9 to July 12*

- **D1 Initial Post Due on July 10**
- **D1 Responses Due on July 12**
- **Q1 Due on July 12**

Module 2  
Communication Basics

*July 13 to July 16*

- **D2 Initial Post Due on July 14**
- **D2 Responses Due on July 16**
- **Q2 Due on July 16**

**Informative Presentation Due on July 16**
Module 3  Verbal, Nonverbal, and Listening

July 17 to July 20

D3 Initial Post Due on July 18
D3 Responses Due on July 20
Q3 Due on July 20

Problem/Solution Presentation Due on July 20

Module 4  Small Group Communication and Professional Interviews

July 21 to July 24

D4 Initial Post Due on July 22
D4 Responses Due on July 24
Q4 Due on July 24

Mock Interviews to be Completed no Later than July 26

Application Project – Corner Office Leader Due on July 28

Refutation Presentation Due on July 30

Application Project - Interview Due on August 1

Application Project - Essay Due on August 3

Deadline for any Remaining Coursework – August 3