



Course Syllabus

SPCH 1321 –Business And Professional Speaking

Catalog Description: Theories and practice of speech communication as applied to business and professional situations

Lecture hours = 3, Lab hours = 0

Prerequisites: None

Semester Credit Hours: 3

Lecture Hours per Week: 3

Contact Hours per Semester: 48

State Approval Code: 2310015212

Course Subject/Catalog Number: SPCH 1315

Course Title: Business and Professional Speaking

Course Curriculum: State Criteria

Basic Intellectual Competencies in the Core Curriculum

- Reading
- Writing
- Speaking
- Listening
- Critical thinking
- Computer literacy

Perspectives in the Core Curriculum

- Establish broad and multiple perspectives on the individual in relationship to the larger society and world in which he/she lives, and to understand the responsibilities of living in a culturally and ethnically diversified world.
- Stimulate a capacity to discuss and reflect upon individual, political, economic, and social aspects of life in order to understand ways in which to be a responsible member of society.
- Recognize the importance of maintaining health and wellness.
- Develop a capacity to use knowledge of how technology and science affect their lives.
- Develop personal values for ethical behavior.
- Develop the ability to make aesthetic judgments.
- Use logical reasoning in problem solving.
- Integrate knowledge and understand the interrelationships of the scholarly disciplines.

Core Components and Related Exemplary Educational Objectives

Communication (composition, speech, modern language)

The objective of a communication component of a core curriculum is to enable the student to communicate effectively in clear and correct prose in a style appropriate to the subject, occasion, and audience.

- To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
- To understand the importance of specifying audience and purpose and to select appropriate communications choices.
- To understand and appropriately apply modes of expression, i.e. descriptive, expository, narrative, scientific, and self-expressive, in written, visual, and oral communication.
- To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
- To understand and apply basic principles of proficiency in the development of exposition and argument.
- To develop the ability to research and write a documented paper and/or to give an oral presentation.

Natural Sciences

The objective of the study of a natural sciences component of a core curriculum is to enable the student to understand, construct, and evaluate relationships in the natural sciences, and to enable the student to understand the bases for building and testing theories.

- To recognize scientific and quantitative methods and the differences between these approaches and other methods of inquiry and to communicate findings, analyses, and interpretation both orally and in writing.
- To demonstrate knowledge of the major issues and problems facing modern science, including issues that touch upon ethics, values, and public policies.
- To demonstrate knowledge of the interdependence of science and technology and their influence on, and contribution to, modern culture.

Humanities and Visual and Performing Arts

The objective of the humanities and visual and performing arts in a core curriculum is to expand students' knowledge of the human condition and human cultures, especially in relation to behaviors, ideas, and values expressed in works of human imagination and thought. Through study in disciplines such as literature, philosophy, and the visual and performing arts, students will engage in critical analysis, form aesthetic judgments, and develop an appreciation of the arts and humanities as fundamental to the health and survival of any society. Students should have experiences in both the arts and humanities.

- To understand those works as expressions of individual and human values within an historical and social context.
- To respond critically to works in the arts and humanities.
- To engage in the creative process or interpretive performance and comprehend the physical and intellectual demands required of the author or visual or performing artist.

Social and Behavioral Sciences

The objective of a social and behavioral science component of a core curriculum is to increase students' knowledge of how social and behavioral scientists discover, describe, and explain the behaviors and interactions among individuals, groups, institutions, events, and ideas. Such knowledge will better equip students to understand themselves and the roles they play in addressing the issues facing humanity.

- ☒ To employ the appropriate methods, technologies, and data that social and behavioral scientists use to investigate the human condition.
- ☒ To examine social institutions and processes across a range of historical periods, social structures, and cultures.
- ☒ To use and critique alternative explanatory systems or theories.
- ☒ To develop and communicate alternative explanations or solutions for contemporary social issues.
- ☒ To analyze the effects of historical, social, political, economic, cultural, and global forces on the area under study.
- ☒ To comprehend the origins and evolution of U.S. and Texas political systems, with a focus on the growth of political institutions, the constitutions of the U.S. and Texas, federalism, civil liberties, and civil and human rights.
- ☒ To understand the evolution and current role of the U.S. in the world.
- ☒ To differentiate and analyze historical evidence (documentary and statistical) and differing points of view.
- ☒ To recognize and apply reasonable criteria for the acceptability of historical evidence and social research.
- ☒ To recognize and assume one's responsibility as a citizen in a democratic society by learning to think for oneself, by engaging in public discourse, and by obtaining information through the news media and other appropriate information sources about politics and public policy.
- ☒ To identify and understand differences and commonalities within diverse cultures.

Instructional Goals and Purposes:

General Course Objectives: To give students theory and practice in the types and techniques of communication most common to business and professional people. Subject areas covered include informative briefs, persuasive speeches, job interviews, and group discussion.

Course Content: After studying the material presented in the texts, lecture, computer tutorials, and other resources, the student should be able to complete all behavioral /learning objectives listed below with a minimum competency of 70%.

1. Select an appropriate speech topic
2. Understand the dynamics and demographics of an audience
3. Conduct research to gather data that is accurate, appropriate, clear, well-documented, and unbiased
4. Organize and write the speech with an effective introduction and conclusion, a well-structured body, clear transitions and source citations
5. Use correct grammar and well-chosen language
6. Deliver the speech with physical and vocal effectiveness
7. Prepare and effectively use appropriate presentational aids
8. Complete all of the above steps for an informative speech, a persuasive speech, and a group presentation
9. Use critical listening skills to evaluate the work of other speakers recognizing strengths and weaknesses

Methods of Instruction/Course Format/Delivery: A combination of lectures, exams, and oral assignments which may be supplemented by textbook reading,

Assessment: Grades will be determined by a combination of oral performances and written exams. The final exam will be comprehensive.

Course Grade: 1/3 Exams
1/3 Speeches
1/3 Daily work and assignments

Texts, Materials, and Supplies: Communication for Results by Cheryl Hamilton, instructor-provided supplementary handout materials, videos, DVD's and/or exercises.

Other:

For current texts and materials, use the following link to access bookstore listings:
<http://www.panola.edu/collegestore.htm>

For testing services, use the following link: <http://www.panola.edu/dl/testing.html>