

**GRAYSON COLLEGE**  
**Business & Professional Communication (SPCH 1321)**  
**Course Syllabus**

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**Course Information**

Business & Professional Communication (SPCH 1321) Section:  
Location and Time:

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**Professor Contact Information**

Sarah Garrett, MA      Office: AC 108A      Email: [garretts@grayson.edu](mailto:garretts@grayson.edu)      Phone: 903-463-8734

**Virtual Office Hours:** MW: 8:30am-9:30am, 2:30pm-3:30pm,

TR: 9:30am-10:30am, 12:30pm-2:30pm

By appointment (message me to set up a time)

**\*All office hours will be virtual this semester. Message me on Canvas to set up a time-- we can meet via phone or video conference.**

**Course Description – from college catalog**

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

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**Student 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.
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**Required Textbooks (ISBN # included)**

Business Communication in a Technological World (1<sup>st</sup> edition). Fair & Gurrie.

<https://he.kendallhunt.com/product/business-communication-technological-world>

Print ISBN 9781524935313 Price: \$90.00

Ebook ISBN: 9781524945138 Price: \$50.00

**Required Course Materials:** Notecards, access to internet and google drive, webcam/microphone

## Required Assignments & Academic Calendar

This schedule should be viewed as a guide, but is subject to change dependent on a variety of circumstances, disruptions, and student need. Any changes to the schedule/due dates will be announced in Canvas. All assignments must be completed on time. Do not wait until the last moment to complete assignments. You want to give yourself plenty of time to work through complications, etc. **Technical difficulties, especially with uploading speeches, are not a valid excuse for submitting work late. Begin early in the week so that you have time to work through technical difficulties. All assignments are due by 11:59pm of the listed due date.**

Week	Date	Topics and Readings	Assignments Due
1		<b>Read:</b> Chapter 1 <i>Why Business Comm</i> Chapter 7 <i>Presentations</i>	<b>Due Wed:</b> Initial Discussion Post <b>Due Sun:</b> Quiz #1 (Ch 1, 7)
2		<b>Read:</b> Chapter 3 <i>Perception</i> Chapter 13 <i>Resumes and Interviews</i>	<b>Due:</b> Video Resume and Outline, Resume, Quiz #2 (Ch 3, 13)
3		<b>Read:</b> Chapter 8 <i>Organization</i> Chapter 11 <i>Citing Sources</i>	<b>Due Wed:</b> Initial Discussion Post <b>Due Sun:</b> Quiz #3 (Ch 8, 11), Speech Critique
4		<b>Read:</b> Chapter 10 <i>Persuasion</i>	<b>Due Wed:</b> Initial Discussion Post <b>Due Sun:</b> Quiz #4 (Ch 10), Persuasive Outline
5		<b>Read:</b> Chapter 15 <i>Delivery</i> Chapter 12 <i>Visual Aids</i>	<b>Due Sun:</b> Quiz #5 (Ch 15, 12), Persuasive Speech Video
6		<b>Read:</b> Chapter 17 <i>Group Communication</i> Chapter 6 <i>Nonverbal Communication</i>	<b>Due Tue:</b> Group Project Part #1 <b>Due Thur:</b> Group Project Part #2 <b>Due Sun:</b> Group Project Part #3
7		<b>Read:</b> Chapter 2 <i>Culture</i> Chapter 4 <i>Generations</i> Chapter 14 <i>Listening</i>	<b>Due Wed:</b> Initial Discussion Post <b>Due Sun:</b> Group Reflection Paper
8		<b>Course Wrap Up</b>	<b>Due Wed:</b> Final Exam

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## Methods of Evaluation

### Grading

Presentations	Points	60%
Video Resume/Resume	200	20%
Group Project	100	10%
Persuasive Speech	300	30%
Quizzes & Exams		20%
Chapter Quizzes	5 @ 20 pts	10%
Final Exam	100	10%
Weekly Activities		20%
Discussions	4 @ 25 pts	10%
Speech Critique	50	5%
Group Reflection	50	5%
<b>Course Total</b>	--	<b>1000</b>

Scale: **A** (1000-900) **B** (899-800) **C** (799-700) **D** (699-600) **F** (below 600)

Grades will be posted throughout the semester in Canvas. There will be no extra credit offered in this class. Rubrics for all assignments (minus exams and quizzes) will be available in Canvas.

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## Internet Course Information

Communication: Communication will take place in Canvas. You need to frequently check the Announcements, Discussion Board, and Message Board for communication from your instructor and classmates. **You are responsible for all information communicated here, and are expected to respond in a timely manner. You should make it a habit to check your class daily.**

Grading and Assessment: Assignment descriptions and rubrics will be posted in Canvas so you will know how assignments will be assessed prior to submitting work.

Online Activities and Discussions: The instructor will monitor all discussion board posts, communication, etc. Students are expected to communicate in a respectful and professional manner. Discrimination, bullying, and other forms of hostility will not be tolerated.

Technical Competence: Students need to have a basic level of technical competence to be successful in this course. This includes having easy access to a computer/high speed internet connection, ability to read/comprehend information online, know how to upload attachments, etc. Students will submit all written work as either .doc, .docx, or .rtf formats. All other formats will need to be saved as Rich Text Format (.rtf) to be submitted. In addition, students will need access to

Microsoft PowerPoint or Google Slides, and will need to make sure to have the latest version of Adobe Flash Player downloaded, and use of a computer with speakers to hear lecture content and speeches.

Online Speeches: Presentations will be digitally recorded and posted online. Students need to have access to a camera, computer, etc. to digitally record speeches to post online. The student is responsible for ensuring the sound is working, presentation aids can be viewed, etc. before submitting the assignment. Online speech guidelines that you must follow:

1. Students need to stand up and be fully visible while giving/recording their speech presentations. A headshot is too close. **Stand far enough away from the camera for it to capture your full body. Check audio and visual quality before recording.**
2. Students are expected to have an audience for their speech, and should prepare accordingly. The video must show the audience before or after the speech. You must pan the audience with the camera, set the camera up, show the note card to the camera, and then stand in front of the camera and audience prior to beginning the speech. For each audience member, you will receive 2 extra credit points (up to 20 points) on that speech. **Due to concerns with COVID-19, you will not be required to have an audience this semester.**
3. Students cannot read their speeches! You must deliver the speech extemporaneously, which means that it is well prepared and rehearsed. Students should not memorize the outline word for word, but rather may use notes to guide you. **Students who read directly from an outline, manuscript, or from a screen off camera will lose 50% of their grade.**
- 4.
5. Students cannot edit/revise their recorded presentations. Speeches need to be delivered fully and not pieced together. **Do not stop/start your speech recording. Speeches that are edited together will receive zero credit.**
6. Students will need to upload their speeches to YouTube (using their grayson.edu credentials). YouTube has 3 different privacy settings (Public, Unlisted, and Private). All student videos recorded on YouTube need to be set as either Public or Unlisted for the instructor and classmates to be able to view. Always double-check the setting prior to submitting the assignment.

## ***Course & Instructor Policies***

### Policy for Late work

All assignments must be completed on time. No late work will be accepted.

### **Class Attendance**

Academic success is closely associated with regular class attendance and course participation. All successful students, whether on campus or online, are expected to be highly-motivated. All students are required to participate in courses regularly and are obliged to participate in class activities and complete and submit assignments following their faculty's instructions. Students taking courses during compressed semester timeframes such as mini-mester, summer session, and 8-week courses should plan to spend significantly more time per week on the course. Responsibility for work missed because of illness or school business is placed upon the student. Instructors are required to include in their syllabi the attendance policy for the courses they teach. The college considers absences equal to or greater than 15% of the course's requirements to be excessive.

In order for students to be counted as having attended a class before the census date, the following guidelines are to be used: Physical attendance in class with an opportunity for instructor and student interaction; submission of an academic assignment; completion of an exam, interactive tutorial, or computer-assisted instruction; attendance at a study group assigned by the faculty; participation in an online discussion in the class; contact with a faculty member to ask a question.

Participation is imperative to this course. It is important for students to check the website frequently throughout the week for new material, reading assignments, discussions, and information concerning the course. If extenuating circumstances exist, you must contact the instructor immediately to prepare/make any necessary accommodations. See makeup work section for further details.

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## ***Student Conduct & Discipline***

Participation: Students are expected to be well prepared and ready to participate in all class discussion and activities. To be well prepared, students are expected to have read the assigned material and completed the reading quiz before class.

Behavior: Students are expected to create and participate in a safe learning environment that promotes and fosters the free expression of ideas. When discussing issues of communication, power, and difference, there undoubtedly will be a variety of opinions and thoughts on any given issue. While you may not agree with every thought or idea presented in the reading, by your instructor, or your peers, it is your responsibility not to create a hostile learning environment. You will be expected to share your ideas, thoughts, and disagreements in a professional and responsible manner. Discrimination, bullying, and other forms of hostility will not be tolerated. You will be asked to leave the classroom, and counted absent for that day. Students involved in distracting behavior (sleeping, texting, working on other homework, etc.) will also be asked to leave.

While speeches are in progress, students should be thoughtful and attentive audience members. Students should not participate in distracting behavior to the speaker such as: sleeping, talking, laughing, working on assignments, or reading. **If you distract another student who is presenting, your own grade on that speech assignment will be dropped one letter grade, you will be asked to leave class and will be considered absent for that day.**

Cell Phone/Electronics Policy: The use of cell phones, smart phones, or other mobile communication devices is extremely disruptive to the public speaking environment, and is therefore prohibited during class time. Any form of electronic activity will NOT be tolerated, and will result in dismissal from the classroom, and an absence for the day. Please silence or deactivate all electronic devices upon entering the classroom. Be considerate of your instructor and peers, and put your cell phones away. Except in emergencies, those using such devices may be asked to leave the classroom for the remainder of the period.

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## **Academic Integrity**

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, and the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the college's policy on plagiarism (see GC Student Handbook for details). Grayson College subscribes to turnitin.com, which allows faculty to search the web and identify plagiarized material. Students are prohibited, too, from engaging in self-plagiarism. Self-plagiarism is the act of using work created for another course and submitting that work for credit in this course. This includes work submitted previously for one of this instructor's courses. There are limited circumstances under which the instructor will permit self-plagiarism, and special permission must be received in order to do so. Those who engage in acts of self-plagiarism (without the necessary permission) will be subject to the penalties listed in this syllabus for all other acts of plagiarism. All course assignments (unless noted by the instructor) are to be completed

individually. Completing any work together that has not been assigned as a group project will be considered a violation of the GC Academic Integrity policy.

## **Plagiarism**

Plagiarism is a form of scholastic dishonesty involving the theft of or fraudulent representation of someone else's ideas or words as the student's original work. Plagiarism can be intentional/deliberate or unintentional/accidental.

Unintentional/Accidental plagiarism may include *minor* instances where an attempt to acknowledge the source exists but is incorrect or insufficient. Deliberate/Intentional plagiarism violates a student's academic integrity and exists in the following forms:

- Turning in someone else's work as the student's own (such as buying a paper and submitting it, exchanging papers or collaborating on a paper with someone else without permission, or paying someone else to write or translate a paper),
- **Recycling in whole or in part previously submitted or published work or concurrently submitting the same written work where the expectation for current original work exists, including agreeing to write or sell one's own work to someone else,**
- Quoting or copy/pasting phrases of three words or more from someone else without citation,
- Paraphrasing ideas without citation or paraphrasing incompletely, with or without correct citation, where the material too closely matches the wording or structure of the original,
- **Submitting an assignment with a majority of quoted or paraphrased material from other sources, even if correctly cited, when original work from the student is expected,**
- Copying images or media and inserting them into a presentation or video without citation,
- Using copyrighted soundtracks or video and inserting them into a presentation or video without citation,
- Giving incorrect or nonexistent source information or inventing source information,
- Performing a copyrighted piece of music in a public setting without permission,
- Composing music based heavily on someone else's musical composition.

All written work will be submitted through turnitin.com via the assignment on Canvas. **Any plagiarized assignment will result in a student receiving no credit for that assignment.**

All speeches require students to find outside resources to use and cite within their presentations. All materials will be cited within the required outline as well as verbally cited within the speeches. Citations may be in either APA or MLA formatting, whichever the student is more familiar with. Plagiarism is inexcusable. The first time a student is caught plagiarizing, with or without intent, the student will receive notification in writing, of the offense and a penalty will be applied to the assignment. If the student plagiarizes beyond the warning a larger penalty will be enforced, anywhere from a 0 on the assignment to removal from the course and receiving an F for the semester.

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## **Student Responsibility**

You have already made the decision to go to college; now the follow-up decisions on whether to commit to doing the work could very well determine whether you end up working at a good paying job in a field you enjoy or working at minimum wage for the rest of your life. Education involves a partnership that requires both students and instructors to do their parts. By entering into this partnership, you have a responsibility to show up for class, do the assignments and reading, be engaged and pay attention in class, follow directions, and put your best effort into it. You will get out of your experience here exactly what you put into it – nothing more and nothing less.

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## TITLE IX

GC policy prohibits discrimination on the basis of age, ancestry, color, disability, gender identity, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, sexual orientation, spousal affiliation and protected veterans status.

Furthermore, Title IX prohibits sex discrimination to include sexual misconduct: sexual violence (sexual assault, rape), sexual harassment and retaliation.

For more information on Title IX, please contact:

Dr. Molly M. Harris, Title IX Coordinator (903) 463-8714

Ms. Logan Maxwell, Title IX Deputy Coordinator- South Campus (903) 415-2646

Mr. Mike McBrayer, Title IX Deputy Coordinator- Main Campus (903)463-8753

Website: <http://www.grayson.edu/campus-life/campus-police/title-ix-policies.html>

GC Police Department: (903) 463-8777- Main Campus) (903) 415-2501 - South Campus)

GC Counseling Center: (903) 463-8730

For Any On-campus Emergencies: 911

\*Grayson College is not responsible for illness/injury that occurs during the normal course of classroom/lab/clinical experiences.

\*These descriptions and timelines are subject to change at the discretion of the Professor

\*Grayson College campus-wide student policies may be found at the following URL on the College website:

<https://grayson.edu/current-students/index.html>