

Course Syllabus

SPCH 1321 Section 609

Business and Professional Speech

Communication Department

Division of Arts and Sciences

Lubbock Downtown Center

South Plains College

Fall 2025

Instructor Info:

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Office: Zoom!

Office Hours:

Simply email me and we can find a time that works best for you! 😊 Or stay after class and we can chat then!

South Plains College

Common Course Syllabus: SPCH1321

Department: Communications

Discipline: Speech Communication

Course Number: SPCH1321

Course Title: Business & Professional Communication

Available Formats: This course will be taught in the face-to-face format

Campuses: Lubbock Downtown Center

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.

Prerequisite: None

Credit: 3 **Lecture:** 3 **Lab:** 0

Textbook: Communication at Work: Strategies for Success in Business and the Professions by Ronald B. Adler and Jeanne Marquardt Elmhorst, 11th Edition

Supplies:

1. Text
2. One audio recording device
3. Notebook(s) and pen/pencil/highlighter
4. Choice of sensory aid materials for oral presentations
5. Internet Access/Access to a computer for online activities

This course partially satisfied a Core Curriculum Requirements:

Instructional Foundational Component Area (090)

Core Curriculum Objectives Addressed:

- **Communication Skills** – to include effective written, oral and visual communication
- **Critical thinking skills** – to include create thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- **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
- **Social Responsibility** – to include the demonstrated knowledge and competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

Student Learning Outcomes:

Upon success 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 personal 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 Evaluation:

Course grade will be assessed according to the completion of the following use percentages noted.

Major Presentations	30%
Exams, Projects, Daily Work, Class Participation	70%

Attendance Policy:

Students are expected to attend all classes in order to be successful in a course. The students may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus. 4 unexcused absences will result in a final grade deduction at the end of the semester.

- When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor may permit the student to make up work missed. It is the student's responsibility to complete work missed within a reasonable period of time as determined by the instructor. Students are to complete work missed within a reasonable period of time as determined by the instructor. Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, the absence will be attributed to the student from the first class meeting.
- Students who enroll in a course but have "Never Attended" by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of "X" or "F" as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student's responsibility to be aware of that policy.
- It is the student's responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate, and the student will owe any balance resulting from the adjustment.

Student Code of Conduct Policy: Any successful learning experience requires mutual response on the part of the student and the instructor. Neither instructor nor student should be subject to others' behavior that is rude, disruptive, intimidating, aggressive, or demeaning. Student conduct that disrupts the learning process or is deemed disrespectful or threatening shall not be tolerated and may lead to disciplinary action and/or removal from class.

South Plains College policies concerning Disabilities, Non-discrimination, Title IX Pregnancy and Parenting Accommodations, CARE (Campus Assessment, Response, and Evaluation), Intellectual Exchange, Campus Concealed Carry, COVID-19, and AI (Artificial Intelligence) can be found here: [Syllabus Statements](#).

Course Requirements:

1. To read the information assigned in the text, in addition to class lecture/discussion materials on scheduled exams.
2. To perform speeches and written material in a language understood by the instructor and class.
3. To take thorough notes (no pictures of notes) and study all lecture material informational handouts, and assigned readings.
4. To actively participate in class discussions and group activities.
5. To show maturity and professionalism in preparation of assignments and in classroom behavior.
6. To show courteousness to fellow classmates/speakers (i.e. no electronic devices during speeches).
7. To initiate consultations with the instructor whenever assistance is needed regarding class assignments.
8. To appropriately cite information obtained from other sources, both in written and verbal formats. Any assignment found to be AI generated will receive a grade of zero. Do your own work! Please refer to the academic honesty section of the student code of conduct for further details.
9. A student may not pass the course if (s)he fails to complete two or more major assignments.

10. Laptops/tablets are not permitted for the purpose of note taking in the classroom.

Specific Attendance Policy Restated:

1. All students enrolled for this course are expected to attend class regularly, be on time, and remain until dismissed.
2. Roll will be taken at each class meeting.
3. If a student is tardy, he/she should speak with the instructor after class to avoid having tardies count towards absences.
4. Students are responsible for all classwork covered during absences from class even in cases in which they are able to satisfy the instructor that the absence was unavoidable.
5. If a student leaves class prior to dismissal of the class, he/she will be counted absent.
6. The only absences labeled as “excused” are those absences due to participation in school functions, or documentable absences due to illness (doctor’s note required in the next class period), or a death in the family requires the student to be in attendance of a funeral (proof required).
7. **The instructor may administratively drop a student due to excessive absences (lack of participation). Note: Excessive absences is defined as any number of absences above 4 class periods.**

Behaviors that will get you counted absent:

1. Wearing earbuds during class is disrespectful and not conducive to learning during class.
2. Watching videos during class.
3. Sleeping during class.
4. Disengaging from the class (cell phone/electronic usage).
5. Reading/studying for other courses during my class.
6. Disruptive behavior.
7. Leaving early.
8. Leaving for excessively long periods of time during class.

Make-up Work:

Make-up work is **NOT** guaranteed. **All work as a deadline and deadlines must be met even if the student is absent.** An absence on the day that you are scheduled for oral presentations or examinations will result in a grade of zero for the assignment unless you meet one of the standards for an “excused absence” according to course policy. Being unprepared OR not knowing the date of your speech or exam is not an acceptable excuse! If, according to the instructor’s discretion, the student is allowed to make up such a presentation or exam, the student may receive a late penalty for the assignment. One **ONE** speech may be made up during the semester on the designated date for make-ups.

Note:

The instructor reserves the right to modify the course syllabus and policies, as well as notify students of any changes, at any point during the semester.

Course Assignment Weights

Exam 1	10%
Persuasive Speech	10%
Resumes and Cover Letters	10%
Exam 2	10%
Career Research Interview	10%
Group Impromptu Speech	10%
Informative Speech	10%
Final Exam	10%
Attendance/Activities	20%

Course Schedule:

*Please note that this schedule is tentative and slight changes may be made as the semester progresses.

	Weekly Reading	Tuesday	What's Due:
Week 1	08/26 Chapter 1	Course Introduction Study Habits/ Learning Style Activity Ch. 1 Communicating at Work	
Week 2	09/02 Chapter 2	Ch. 2 Communication, Culture, and Work Persuasive Speech Assignment Introduction	
Week 3	09/09 Chapter 9 & 10	Ch. 9 Developing and Organizing the Presentation Ch. 10 Verbal and Visual Support in Presentations	
Week 4	09/16 Chapter 11	Ch. 11 Delivering the Presentation Exam Review	
Week 5	09/23 Chapter 12	Exam 1 Persuasive Topics Due in Class	<input type="checkbox"/> Exam 1 <input type="checkbox"/> Come in with speech topic
Week 6	09/30	Ch. 12 Types of Business Presentations Resumes and Cover Letters Assignment Introduction Persuasive Speech Workshop (Outline Due)	<input type="checkbox"/> Persuasive Speech Outline due at end of class
Week 7	10/07	Persuasive Speech Day	<input type="checkbox"/> Persuasive Speech
Week 8	10/14 Chapter 6	Ch. 6 Principles of Interviewing Resumes Due	<input type="checkbox"/> Current Resume
Week 9	10/21 Chapter 6	Resume Swap Information Gathering Interview Assignment Introduction	<input type="checkbox"/> Resume & Job Posting Submission (we will swap materials with peers)
Week 10	10/28 Chapter 3 - 5	Mock Interview w/ Classmates Ch 3. Listening (Listener Survey) Ch. 4 Verbal Messages Ch. 5 Interpersonal Strategies & Skills	<input type="checkbox"/> Mock Interview
Week 11	11/04	Work on Information Gathering Interview Assignment	
Week 12	11/11 Chapter 7	Ch. 7 Leading and Working in Teams Exam Review Informative Speech Assignment Introduction	
Week 13	11/18	Exam 2 Information Gathering Interview Due Informative Speech Workshop	<input type="checkbox"/> Exam 2 <input type="checkbox"/> Information Gathering Interview
Week 14	11/25	Prep for Informative Speech	
Week 15	12/02	Group Impromptu Speech Informative Speeches	<input type="checkbox"/> Informative Speech
Week 16	12/09	Final Exam	<input type="checkbox"/> Final Speech