COURSE SYLLABUS
AND
INSTRUCTOR PLAN

BUSINESS AND PROFESSIONAL COMMUNICATION
SPCH 1321.08

Jenna Hoefer
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.

Prerequisites and/or Corequisites:
None

Course Notes and Instructor Recommendations:
This course explores the dynamics of Business/Professional Communication. Business/Professional Communication is the study of communication that occurs between persons within a variety of environments in an organizational setting. In this course, we will cover the basic principles of Business/Professional Communication. The goal of this course is to provide you with the tools and knowledge needed to be an effective communicator.

Instructor Information:
Instructor Name: Jenna Hoefer
MCC E-mail: jhoefer@mclennan.edu
Office Phone Number: 254-299-8929
Office Location: Faculty Office Building 201
Office/Teacher Conference Hours: M/W-7:30 am-8:00 am, M/W-12:30-1:00, W-3:30-5:30, T/TR 8:30-9:30

Required Text & Materials:
Title: Communicating for Results
Author: Hamilton
Edition: 9th
Publisher: Wadsworth Cengage Learning
ISBN: 9781439036433

MCC Bookstore Website

Methods of Teaching and Learning:
Lecture, discussion, presentations, group/team work, written assignments, research

Course Objectives and/or Competencies:
The Texas Higher Education Coordinating Board requires Communication courses to incorporate four Student Learning Outcomes/Competencies (SLOs) into the courses. These Outcomes (competencies) are in addition to specific course learning objectives outlined under each course title. The core objectives for communication are:

- Critical Thinking Skills (CT): “to include creative thinking, innovation, inquiry, and
analysis, evaluation and synthesis of information.”
- Communication Skills (COMM): “to include effective development, interpretation and expression of ideas through written, oral and visual communication.”
- Teamwork (TW): “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 (PR): “to include the ability to connect choices, actions and consequences to ethical decision-making.”

In addition to the above listed competencies, upon successful completion of this course, students will meet the following learning outcomes.

**Learning Outcomes:**
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.

While specific assignments will vary with each instructor, the following assignments, having an organizational focus, are required for all students taking Speech 1321:
- Informative presentation
- Persuasive presentation
- Employment interview
- PowerPoint designed media aid presentation
- Group/team presentation

**Course Outline or Schedule:**
*Schedule is tentative and can be changed throughout the semester. Check Blackboard for any schedule changes.*

<table>
<thead>
<tr>
<th>Week</th>
<th>Subject</th>
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<tbody>
<tr>
<td>Week 1: 1/12</td>
<td>Introduction &amp; Chapter One</td>
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<tr>
<td>Week 2: 1/19</td>
<td>Chapter One &amp; Chapter Two</td>
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<td>Week 3: 1/26</td>
<td>Chapter Six</td>
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<td>Week 4: 2/2</td>
<td>Chapter Seven</td>
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<td>Week 5: 2/9</td>
<td>Chapter Eight</td>
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<tr>
<td>Week 6: 2/16</td>
<td>Getting Ready for Workplace Communication</td>
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<tr>
<td>Week 7: 2/23</td>
<td>Interviews</td>
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<tr>
<td>Week 8: 3/2</td>
<td>Interviews</td>
</tr>
<tr>
<td>Week 9: 3/9</td>
<td><strong>SPRING BREAK! NO CLASS</strong></td>
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</tbody>
</table>
Week 10: 3/16 Public Speaking- Informative
Week 11: 3/23 Public Speaking
Week 12: 3/30 Public Speaking-Using Visual Aids
Week 13: 4/6 Public Speaking-Persuasive
Week 14: 4/13 Public Speaking
Week 15: 4/20 Group and Team Communication
Week 16: 4/27 Group and Team Communication
Week 17: 5/4 Final Exam Week

Course Grading Information:

<table>
<thead>
<tr>
<th>Point Value</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>75</td>
<td>Chapter Check-Up</td>
</tr>
<tr>
<td>25</td>
<td>In-Class Assignments</td>
</tr>
<tr>
<td>100</td>
<td>Exam Two (Final)</td>
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<tr>
<td>100</td>
<td>Workplace Project</td>
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<tr>
<td>100</td>
<td>Informative Speech</td>
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<tr>
<td>100</td>
<td>Persuasive Presentation</td>
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<tr>
<td>100</td>
<td>Group Presentation</td>
</tr>
</tbody>
</table>

*Ten points deducted for every absence starting with the third absence. Three absences= minus ten. Four= minus twenty, etc.

Point Scale
A=600-540
B=539-480
C=479-420
D=419-360
F=360-0

Late Work, Attendance, and Make Up Work Policies:

Attendance. Regular and punctual attendance is expected of all students. I will maintain a complete record of attendance for the entire length of each course. Students will be counted absent from class meetings missed, beginning with the first official day of classes. Students, whether present or absent, are responsible for all material presented or assigned for this course and will be held accountable for such materials in the determination of course grades. Absence from 25 percent of the class will be taken as evidence that the student does not intend to complete the course and the student will be withdrawn from the course by the instructor. If the student’s absences (25 percent) are accumulated, before the official drop date, the instructor will assign the student a “W.” If the student reaches 25 percent after the official drop date, the instructor will assign a “W” if the student is passing or an F if the student is not passing. (MCC
policy 2006. For the complete attendance policy please go to: http://www.mclennan.edu/publications/policies/html/b/docs/B-II.DOC).

Our Course Attendance Requirements. With our class schedule, having ____ absences will meet the 25% policy standards. I have found that there is a direct correlation between regular attendance and course success. Course attendance and participation will factor into your semester grade. Refer to the grade sheet on the last page of your syllabus.

3 absences and more =10 points deducted for every absence after the third absence (ten points deducted for each absence after third absence)

Tardy. You are expected to be on time for class. Three tardies will constitute one absence. If you arrive late and I have already taken roll, it is your responsibility to ensure that I change your absence to a tardy on the roll sheet. Please do so at the end of class. If you are 10 minutes late to class, you are counted tardy. If you are past 10 minutes late to class, you are counted absent. If you leave class 10 minutes early, you will be counted tardy. If you leave more than 10 minutes early, you are counted absent.

Examinations. Students who do not read the material and take notes, and thoroughly prepare, will do poorly. While more instructions will follow prior to the exam, know that you will only have one opportunity to take the exam. There will be NO make-up exams. You MUST take the exam on the scheduled exam date. I will provide the appropriate answer sheets. You cannot take the exam if you are late to class.

Assignments. All assignments, with the exception of the assignments completed in class, will be due at the beginning of class. Assignments should be ready to turn in when you arrive to class. The syllabus lists a daily agenda of study areas and assignments for each class day. Please note that the syllabus may be amended during the semester. If you are absent from class, it is your responsibility to inquire about changes. Late work will not be accepted. You are responsible for all work due and any materials presented, even if you are absent from class.

If you miss an assignment (including in-class assignments, presentations and quizzes), exam, speech or class period, you must provide documentation of your absence. The following types of documentable reasons are excusable: death in the family, university sponsored events, severe personal illness, etc. You are responsible for providing documentation and confirming your absence through email or face-to-face. If you are going to be absent and you have documentation of the absence, you need to notify me before the missed class meeting. Any work that is going to be missed (with documentation of absence) needs to be submitted before the due date. You cannot make up an exam, assignment, speech, attendance points or in-class activity if you have an unexcused absence. Additional points can be deducted for any late work upon my discretion.
Student Behavioral Expectations or Conduct Policy:

- Come ready for class. Bring your textbook, any additional resources provided and an open mind.
- Check Blackboard before class for any announcements or reminders.
- No kids allowed in class.
- Emails- if you send me an email, please place your name, class section, and a title in subject line. Also, be sure to use effective communication in your email. I will not respond to emails that are written like text messages.
- Cell Phones- if your cell phone is OUT during class, five points will be deducted from your total point grade at the end of the semester.
- Sleeping- if you fall asleep in class, you will be asked to leave and you will be counted absent.
- Other course work- if you are doing work for another course, you will be asked to leave and will be counted absent.
- No laptops allowed in class.
- Late work is late- it will not be accepted!
- One conversation at a time. Please listen respectfully to your peers and refrain from talking while others are contributing to class discussions.
- Please demonstrate that you have learned and can use the skills covered in this course. Address me by name when you email me-I will give you the same respect. I will not respond to your emails if you don’t address me by name and use a courteous tone.
- Spelling, grammar, sentence structure, ect. always count! Poor writing skills will lower your grade in this course. Please take advantage of the resources available on campus. The MCC Writing Center is located in SC 222. For more information, call 299-8356.
- Cheating- if you are caught cheating, you will receive an “F” for the course.
- If you need help, ask me for help! I’m here to help you succeed!

Class Expectations. It is expected that students will adhere to the policies described in this syllabus. Since this is a college course, I have high expectations about appropriateness of behavior, level of discourse, the creation of collaborative and supportive climate, punctuality and attendance, and respect for persons. I expect that excellent work will be turned in at all times. Superior work will earn a superior grade, while minimal effort will earn a minimal grade. I encourage you to address concerns about class procedures and/or assignments so our learning experience together can be enhanced. I want you to succeed in this course. Please feel free to approach me with any questions, for clarification, or with any concerns.

Professionalism: To create an environment of enlightenment and equality, we must all conduct ourselves in a professional manner. Professionalism includes: completing assignments on time, taking initiative in your own learning, exhibiting a positive attitude, asking for help when needed, and working effectively with others.
**MCC Academic Integrity Statement:**
The Center for Academic Integrity defines academic integrity as “a commitment, even in the face of adversity, to five fundamental values: honesty, trust, fairness, respect, and responsibility. From these values flow principles of behavior that enable academic communities to translate ideals into action.” Individual faculty members determine their class policies and behavioral expectations for students. Students who commit violations of academic integrity should expect serious consequences. For further information about student responsibilities and rights, please consult the McLennan website and your Highlander Student Guide.

**ADA Statement:**
In accordance with the requirements of the Americans with Disabilities Act (ADA), and the regulations published by the United States Department of Justice 28 C.F.R. 35.107(a), MCC’s designated ADA coordinators, Dr. Drew Canham – Vice President, Student Success and Mr. Gene Gooch - Vice President, Finance and Administration shall be responsible for coordinating the College’s efforts to comply with and carry out its responsibilities under ADA. Students with disabilities requiring physical, classroom, or testing accommodations should contact Ms. Renee Jacinto, Disabilities Specialist, Student Services Center, Student Development Department, Room 211 or at 299-8122 or disabilities@mclennan.edu.

**TITLE IX**

“No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance.”

Legal Citation: Title IX of the Education Amendments of 1972, and its implementing regulation at 34 C. F. R. Part 106 (Title IX)

In accordance with the requirements of the Title IX Education Amendments of 1972 MCC’s designated Title IX Coordinator, Al Pollard – Vice President, Program Development/EEO Officer and Deputy Coordinator, Drew Canham – Vice President, Student Success shall be responsible for coordinating the College’s effort to comply with and carry out its responsibilities under Title IX.

**Contact information**
Al Pollard, Title IX Coordinator
Vice President, Program Development
McLennan Community College Administration Building, Room 417
1400 College Drive
254-299-8669

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