

University of Louisville
Department of Communication

COM 112-02-
Business and Professional Speaking
Spring 2016
TR 9:30-10:45
SK 306

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Nature of the Course:

In this course you will prepare and deliver the required speeches. Since this is an oral communication (speaking) course most of your grade will be based on these speeches. The classes will also include various activities, impromptu speeches, and applications/extensions of the lecture materials covered in class.

Your performance in this course is improved by your active participation. By participation we mean regular attendance, reading the text, test taking, and of course, presenting your speeches. You will be provided basic informational material on public speaking in which we teach and offer examples of basic concepts which are necessary for becoming competent speakers

University General Education Requirements

1. Speak publicly, in both formal and informal contexts, demonstrating skills such as appropriate selection of topic and supporting evidence and materials, clear organization, effective presentation, and the ability to analyze and adapt to various audience, setting, and occasion factors;
2. Participate effectively in discussion;
3. Analyze and critique the oral communication of oneself and others.

Organization of the Course:

The course will be divided into **20%** student-led discussion (group discussion), **20%** lecture, and **60%** in-class communication activities and speeches. Students will be assigned chapters to read in the text and are expected to be prepared to discuss the content the following class in group discussions. Communication is something people do, as well as study, we will engage in various activities in class that will provide the experiential component of the course.

Department of Communication Mission Statement, adopted 4/18/95:

“to develop oral, written, and computer mediated communication competency”

Outcomes: In Public Speaking the student will have:

- Persuasive and informative strategies
- Appropriate Audience Analysis and adaptation strategies
- Appropriate verbal and non-verbal delivery skills
- A complete sentence preparation outline, speaking notes and bibliography page
- Appropriate and effective supporting material choice and use
- Effective Visual aids (both development and use)
- Appropriate organizational pattern choice and use
- Appropriate transitions and summaries
- Effective introductions and conclusions

The assignments in this course are designed to achieve these outcomes. Textbook readings, class lectures, class activities, tests/quizzes, and presentations will provide you with information about major concepts of oral presentational communication and the opportunity to experience and practice these concepts.

Required Materials:

- Textbook: Steven A. Beebe, Timothy P. Mottet. Business and Professional Communication; Principles and Skills for Leadership. Third Edition, copyright 2016.

- Recording Device: You are responsible for recording your own speeches. Please have something to use with enough memory.

- Evaluation:**

Oral Presentations/Group Discussions: You will receive group/class participation points for informed talking you do in the discussion.

Speeches: You will deliver 3 individual speeches and 1 group presentation. These speeches are **graded** oral assignments. All graded speeches **must** be delivered extemporaneously (in other words they are practiced, rehearsed, and delivered from a brief set of notes). The requirements and grading for these speeches can be found below.

Written Assignments: Full sentence outlines with a completed work cited page are required for all graded speeches. In addition, you are required to complete self evaluations, peer evaluations, and one outside speaker critiques.

Quizzes: All quizzes will be available on Blackboard. There will be 5 over the semester. They will cover all material taught in class, plus additional information from the text. There is a time frame for each quiz, so please be aware. All tests will be organized differently to prevent cheating. You will have 3 days to take the quizzes. **If any issues arise with the quiz I must be notified immediately, otherwise I cannot give extra time to make it up.**

Grading Scale

A+	1000+	B-	800-829	D	630-669
A	930-999	C+	770-799	D-	600-629
A-	900-929	C	730-769	F	below 600
B+	870-899	C-	700-729		
B	830-869	D+	670-699		

Grading System:

Points Possible:

Your Points

Culture Briefing	100	
Preparation Outline	15	
Speaking Notes	10	
Self evaluation	10	
Total	135 points	
Interview Report	120	
Preparation Outline	15	
Speaking Notes	10	
Self evaluation	10	
Total	155 points	
Persuasive/ Sales Presentation	170	
Preparation Outline	15	
Speaking Notes	10	
Self evaluation	10	
Total	205 points	
Group Presentation	170	
Individual Participation	50	
Team Agenda/Member Sheet	10	
Preparation Outline	15	
Speaking Notes	10	
Self evaluation	10	
Peer Group Evaluation	5	
Total	270 points	
Chapter quizzes	200	
Participation/Activity Points	35	
TOTAL	1000	

Extra Credit: You may earn up to 10 points extra credit per speech, options below.

- 5 pts. For visiting with the Speaking Assistants (they email me); SK basement
- 5 pts. For writing a speech critique from a professionally delivered speech on the following website: www.ted.com
 - The critique is 1 page discussing 5 things you like about their speech and 5 things that could be improved.
- UP TO 5 pts. For using powerpoint with your presentation.
 - It's got to look good (transitions, animations, template background, photos, etc)

Policies:

- **Attendance:** Departmental policy states that you are allowed 2 absences (this applies to all students). The third absence will result in your final grade being lowered by one letter grade, or 10% of the possible points for the course. The fourth day will result in your final grade being lowered by two letter grades, or 20% of the total points for the course. **On your fifth day of absence you will fail the course.** Students with perfect attendance will receive extra credit.
 - If you are absent on the day of a speech you will lose 10% off the total amount of points available for that speech. Please note that speech order does not always mean you will go on a specific day – plan for others to be unprepared. If you are absent on a day when your name is called to speak you will receive a 0 for that speech.
- **Speeches: You are expected to speak on your scheduled day.** You may be required to complete student critique forms for the speeches of other students on these days. If you are not there on those days you may not complete the peer evaluations. Speeches cannot be rescheduled for those who are absent, except in cases of severe illness or a death in the family (Doctors note and funeral notes required). If you know that you will be late or absent, email me or call the main office (852-6976) ASAP to let me know. Doing this looks really good and can help you later in the semester in the case that you miss more than 3 classes. Any absence must be verified.
- **Late Assignments:** I don't accept late assignments. Please just be prepared on time. Get to class early and utilize one of the several computer labs on campus to get your work printed. I don't want to hear that your printer just ran out of ink. BE PREPARED!
- **Emailed assignments:** I do not accept work through email so don't ask if you can send it that way. Get to campus early and get work printed and turned in on time.
- **Technology:** Use of cellular telephones and laptop computers ARE NOT permitted in the classroom so don't ask to use them to take notes. If you anticipate an important call, please inform me of this before class.
- **Plagiarism:** Work that is plagiarized is unacceptable. Plagiarism on any assignment will get you an automatic 0 on that assignment and failure of the course. It can get you expelled from school.
 - **Be sure that you cite your sources with the information in your speech, if not that's incremental plagiarism. Be sure that your sources are credible and up-to-date. Internet is a wonderful tool, but if it's not educationally approved source it's unacceptable.**
- **Changes:** Any necessary changes in the class schedule will be announced.
- **Inclement Weather:** If the campus is closed, there are no classes. If the campus is on a delayed schedule We meet at 10am. Please alert me if you are unable to get to campus because of inclement weather – be careful but don't make it an excuse to miss class.
- **Class cancellations:** Please check BB/Email prior to leaving for class in case of a late cancellation. If class is canceled refer to BB/Email for notes, assignments, change to schedule, etc. I try to communicate cancellations as soon as I can.
- **Speech Time limits:** Time limits are set because it is an important aspect of speech giving. Please respect the time limit provided to ensure that we complete the course on time. Students who are over/under by 10 seconds will have 10% of the speech total deducted from your grade. For example,

if a 150 point speech is 4-6 minutes and you end at 6:11 you will lose 15 points automatically.

- **Dress Code:** In addition to time requirements dressing the part is also a major part of speech giving. Please dress business casual (jeans are okay) for your speeches. Hats are not allowed on speech day; I will make you take it off no matter what your hair looks like.
- **Ethical Speaking guidelines:** You may speak on any topic of your choice. The topic must be ethical in nature (do not persuade us to steal, cheat, do anything illegal, or put others in danger). Keep your audience in mind and know that every view point is not equally acceptable and may be inappropriate or offensive.
- **Ethical Listening guidelines:** On the flip side, as audience members remember that everyone is entitled to their own opinions. Ethical audience members respect the speakers, listen with open minds, and avoid prejudging. Please turn off all distractions both mental and physical. I don't like asking individuals to turn off their phone or put away distractions. Please just be respectful.
- **Student Counseling Center:** The center specializes in assisting students in acquiring academic skills, learning how to better communicate, or strengthening an existing relationship.
- **Disabilities:** Students with disabilities or who need special accommodations should notify me at the beginning of the course. They should also contact the Disabilities Resource Center at 852-6938.
- **Personal Counseling:** Students with personal or family problems may receive personal counseling through the University of Louisville Counseling Center at 852-6585. I am not a professional in counseling, but I will try my best to help you if I can.
- **Academic Dean:** Their office provides a variety of support for students. You can contact them at Dean of Students Office, SAC W301, dos@louisville.edu, Phone: 502.852.5787.
- **Grading:** I use Blackboard for all my grading. Please keep up with the grades in this class and let me know ASAP if there is a problem with the grade input on BB and what you have recorded. Do not throw anything away. BB has been known to change grades or not save input.

Requirements:

1. Research and deliver four extemporaneous speeches with full-sentence preparation outlines, including your Specific Purpose Statement and Central Idea (due the first day of speeches). A speaking outline is also required. You may use note cards when you speak, but a one page speaking outline must be submitted at the time you give your speech. And in addition to the preparation outline, please submit your work cited page. MLA or APA required.
2. A self evaluation is required after every presentation. Please take time to really watch and rewatch your video before writing the review. Also, be aware of what is asked on the review. Self Evaluations are 1 page minimum – don't half ass it. It's a great way to learn what areas you need to improve on.
3. Participate in group discussions and class activities.
4. Be respectful. Respect each other and understand that we have a freedom to speak our minds and are entitled to our own opinions. That also goes with the understanding that we are to be respectful of each other's beliefs and views. In addition to keeping an open-mind and putting all judgments on hold please be respectful of each other in regards to time limits, being prepared the day of speeches, and not entering the room while someone is giving a speech.
5. A recording device - cell phones, laptops, video cameras.

Class Schedule

January

Week 1

August 23 Introduction to Course/Syllabus/Expectations
August 25 Communicating and Leading at Work (Ch1; Ch 13; 13.1)

Week 2

August 30 Class introductions – Bring your item
Sept. 1 Be Aware of How you Communicate at Work (Ch2)

Week 3

Sept. 6 Adapting to Differences (Ch5); Relating to Others at Work (Ch6)
Sept. 8 Outlining and Organizing Presentations (Ch11);
Writing Introductions, Conclusions, and Connectives

Week 4

Sept. 13 **Outlining workshop – bring your outline for your culture briefing**
Sept. 15 **Outlining workshop – bring your outline for your culture briefing**

Week 5

Sept. 20 **Cultural Briefings (3-5minutes)**
Sept. 22 **Cultural Briefings (3-5minutes)**

Week 6

Sept. 27 Effective Meetings - Group Development
Leading and Working in Teams (Ch 9 and 10)
Sept. 29 Principles of Interviewing, Developing questions (Ch7 and 8)

Week 7

Oct. 4 **FALL BREAK**
Oct. 6 You will be assigned to your Groups, Discussion on
Projects/Sustainability

Week 8

Oct. 11 Verbal and Visual Support (Ch11 cont.)
Verbal/Non Verbal Messages and Listening (Ch3 and 4)
Oct. 13 Credibility, Enhancing and establishing; Delivery (Ch12)

Week 9

Oct. 18 **Interview Report/Presentations (4-6 minutes)**
Oct. 20 **Interview Report/Presentations (4-6 minutes)**

Week 10

Oct. 25 Persuasive Speaking: Types, methods (Ch13; 13.2)
Oct. 27 Discuss Motivated Sequence

Week 11

Nov. 1 Discuss Motivated Sequence
Nov. 3 **Persuasive Presentations (6-8 minutes)**

Week 12

Nov. 8 **Persuasive Presentations (6-8 minutes)**
Nov. 10 **Persuasive Presentations (6-8 minutes)**

Week 13

Nov. 15 **Persuasive Presentations (6-8 minutes)**

Nov. 17	Meet with groups
Week 14	
Nov. 22	Group Presentations (15-20 minutes); groups 1 & 2
Nov. 24	THANKSGIVING HOLIDAY NO CLASS
Week 15	
Nov. 29	Group Presentations (15-20 minutes) groups 3 & 4
Dec. 1	Group Presentations (15-20 minutes) groups 5 & 6
Week 16	
Dec. 6	Last day to submit self evaluations