Business and Professional Speech

Communication 1321 sections 01, 02, 03

Department of Communication

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Do Not use the BlackBoard email

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Course Description: Application of the fundamentals of speech production to the needs of the professional person. **For non-communication students only.**

Pre-Requisites: none

Required Text:


Learning Objectives:

Students will

- Practice basic public speaking skills through creation and presentation of both an informative and persuasive speech.
- Apply the skills of interviewing through the planning and implementation of information gathering and persuasive interviews.
- Demonstrate an understanding of chain of command and subordination through the development of an organizational chart delineating the departments, positions, and lines of communication among members of a business of their choice.
- Prepare a portfolio for a business of their choice which includes a budget, business plan, explanation of business goals and forecasts for future productivity.
- Employ group communication techniques through the development of a presentation of their business portfolios.
Core Curriculum Objectives:

- **Communication:** Students will apply the basic tenets of good public speaking through the development and presentation of two individual speeches and a group presentation, this will include clearly implementing the parts of a speech, the creation of a clear message and appropriate delivery; visual communication skills will also be demonstrated through the creation of, and appropriate use of, visual aids; written communication skills will be demonstrated through the business plan and other portions of the portfolio.

- **Teamwork:** Students will practice teamwork skills while working together to create a business portfolio. Students will also evaluate the success with which their teammates enact these same skills.

- **Critical thinking:** Students will compose a series of appropriate questions and assess the quality of answers supplied during an interview assignment. Students will also demonstrate an understanding of reasoning through the creation of their persuasive speeches as they explain the problem, determine its causes and select an appropriate solution.

- **Personal responsibility:** Students will demonstrate an understanding of personal responsibility through the development and presentation of a persuasive speech detailing a choice and its consequences as well as through a portion of the exam which assesses their knowledge of ethical issues including plagiarism and First Amendment issues.

General Policies and Procedures

- **Academic Honesty:** *Plagiarism, or academic dishonesty of any form, will not be tolerated.* A grade of 0 will be recorded for any attempts of cheating. This includes data, research and information obtained via the internet. This is a serious issue and will be reported to administration. You are required to read the communication department’s academic integrity policy, sign the consent form and turn it in within the first week of class. You can find the policy on our class’ blackboard site under content.

- **Disability Accommodation:** Lamar University accommodates students with disabilities pursuant to federal and state law and the University’s commitment to equal educational opportunities. Students with special needs should notify the professor at the beginning of the semester so accommodations can be made. Contact the office of services for students with disabilities (409-880-8026) for additional information.

- **Drop:** It is your responsibility to make sure that you are officially enrolled in this course. If, at any point, you decide not to participate in this course, it is your responsibility to officially drop or withdraw from the course. Failure to do so may result in a failing grade. Drops after the official date may be subject to financial penalty.

- All assignments must be fully completed and turned in on time. All assignments must be typed. Assignments that are not typed are subject to a 1 grade reduction. Late assignments, if accepted, will be subject to a minimum 1 grade reduction.

- **No make-ups for in-class activities.**
• **Attendance is expected and required.** Much of what you learn in this class is a result of your physical presence. Attendance will be taken daily and will be factored into your final grade.
  - Three absences=no penalty
  - Four absences=50 point reduction from final grade
  - Six or more absences=FAIL the course. Final grade of F
• You are expected to dress professionally for interviews, both E and R.
• No hats or cell phones during tests or interviews.
• Civility in class is always expected. (examples: leaving class only during scheduled breaks, turning off cell phones, pagers, MP3’s, IPODS, laptops; no texting during class; do not enter the room while another student is speaking)

**Assignments and grading scale**

• **Informative speech:** student will complete a basic informative speech. This is **not** a how-to speech. It should focus on sharing information with the audience which they do not already have. 100 points
• **Persuasive speech:** student will complete a persuasive speech using the motivated sequence to examine choices and make an ethical decision. The speech will also explore the consequences of the decision. 150 points
• **Interview 1:** student will serve as an applicant, requiring creating of an applicant folder and enactment of an employment interview. 50 points applicant folder, 50 points applicant interview. Total 100 points
• **Interview 2:** student will serve as the employer for an employment interview. They will create a series of appropriate questions and evaluate the responses of the applicant. 100 points
• **Organizational chart:** students will create an organizational chart that demonstrates an understanding of command and subordination, delineates the departments, positions, and lines of communication among members of a business of their choice. 100 points
• **Portfolio:** students will create a portfolio for a business of their choice which includes a budget, business plan, explanation of business goals and forecasts for future productivity. 200 points
• **Group presentation:** the group will develop a presentation in which they inform the class about the business they selected, present the elements of the portfolio and share the organizational chart. Each group member must participate in this presentation. 100 points
• **Group evaluation:** students will evaluate the work of each member of their group, paying particular attention to group skills including leadership, task skills and relationship skills. 50 points
• **Examination:** multiple choice exam. 100 points

**Grading Scale:** 1000-900 A; 899-800 B; 799-700 C; 699-600 D; below 600 F
Course Outline, Units (to be read in the order presented here)

- Importance of developing listening, communication, organization and presentation skills (chapters 4, 1, 11, 12)
- Interpersonal communication, culture and the workplace (chapters 2, 3, 5)
- Preparing and delivering presentations (chapters 12, 13, 14)
- Effective communication in groups and teams (chapters 8, 9)
- Principles of interviewing (chapters 6, 7)