

# SYLLABUS

**CODE:** SPCH 116

**TITLE:** Business Speech

**DIVISION:** Arts & Communication

**DEPARTMENT:** Speech Communication

**COURSE DESCRIPTION:** This public speaking course provides experiences in those skills necessary in the business professions, including conferencing, briefing and the selling of products and ideas.

**PREREQUISITES:** None

**COREQUISITES:** None

**CREDITS:** 3

**LECTURE CREDITS:**

**LAB CREDITS:** 0

**LAB HOURS:** OPTIONAL

**REQUIRED MATERIALS:**

**TEXTBOOK:** DiSanza, James R. and Legge, Nancy J. *Business and Professional Communication*. 3<sup>rd</sup> Edition. Boston: Allyn and Bacon, 2005.

**INTENDED COURSE LEARNING OUTCOMES/COURSE GOALS (CORE COMPETENCIES):**

Students will develop the speech communication skills required for success in the business professions. These skills include ability to:

1. analyze problems effectively (Critical Thinking)
2. organize ideas meaningfully (Critical Thinking)
3. locate and use supporting data to illustrate and back up ideas (Information Literacy)
4. express ideas orally with confidence and competence (Communication)
5. listen effectively (Critical Thinking)

**UNIT TOPICS AND/OR OUTCOME (OBJECTIVES):**

- UNIT 1.** The Case Study - learn to analyze and solve case study problems, explain and defend ideas. (CT, C)  
**Assignment:** oral and written exercises  
**Read:** Chapter 1 and handouts
- UNIT 2.** Group Discussion - learn to participate in problem solving groups. (CT, C)  
**Assignment:** plan and participate in a problem solving group discussion in class.  
**Read:** Chapters 6 & 7 and handouts
- UNIT 3.** Visual Aids Speech - learn to use basic speech format, chronological order and visual aid. (C)  
**Assignment:** give a 5-7 minute speech teaching the class a business procedure, using an appropriate visual aid.  
**Read:** Chapters 8, 9, 12, 14 and 15 and handouts
- UNIT 4.** Listening - learn to listen effectively. (C)  
**Assignment:** listening test  
**Read:** Chapter 3
- UNIT 5.** Persuasive Speech - learn to persuade others to buy a product or service. (C, CT, IL)

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**Assignment:** give a 7-8 minute speech which uses significant supporting evidence and sound reasoning to get the audience to look favorably on your product or service.

**Read:** Chapter 10, 11 and 16

## UNIT 6.

Informative Briefing/Information Gathering Interview - learn to give sound business briefings using the interview, along with basic print research. (C, CT, IL)

**Assignment:** give a 5-7 minute speech which will inform the class of the history of a particular business, industry, product or personality; or you may explain how a particular company implements a specific business procedure. The talk is to be based at least in part on an interview you have conducted.

**Read:** Chapters 4, 5 and 13.

### GRADING STANDARD:

Assignments for all six units must be completed. Speaking when scheduled is integral to successful public speaking; therefore, grading criteria includes delivery of oral performances on schedule. Each unit will be graded "A" – "F". The final course grade will be based on the average of the six unit grades.

Students may earn up to a maximum of **600** points as follows:

<u>Points</u>	<u>Assignment</u>
0 – 100	Case Study
0 – 100	Group Discussion
0 – 100	Visual Aid Speech
0 – 100	Listening
0 – 100	Persuasive Speech
0 - 100	Information Gathering Briefing

### FINAL GRADE:

<u>Points</u>	<u>Grade</u>
550 – 600	A
535 – 549	B+
500 – 534	B
485 – 499	C+
450 – 484	C
400 – 449	D
0 – 399	F

### STUDENT RESPONSIBILITIES:

- Satisfactory class attendance;
- Completion of all unit assignments
- Class participation.

### DEPARTMENT POLICIES:

**Plagiarism:** Plagiarism is intellectual theft and a violation of the Brookdale Community College Student Conduct Code. It is the verbatim or near verbatim use of ideas, concepts, and oral or written passages for personal gain without giving their true author credit. Any quoted written or oral passages incorporated into your speeches must be clearly noted as such. Plagiarism will result in receiving no credit for an assignment. Repeated plagiarism may result in failing the course or other severe disciplinary action by Brookdale College

**Attendance Policy:** Missing more than 9 class hours jeopardizes passing grades. Students who have missed a class are expected to contact the instructor prior to their next class so that they may be adequately prepared to participate in that class.

### COLLEGE POLICIES:

For information regarding:

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- ◆ Brookdale's Academic Integrity Code
- ◆ Student Conduct Code
- ◆ Student Grade Appeal Process

Please refer to the STUDENT HANDBOOK AND BCC CATALOG.

## **NOTIFICATION FOR STUDENTS WITH DISABILITIES:**

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify, must contact the Disabilities Services Office at 732-224-2730 or 732-842-4211 (TTY), provide appropriate documentation of the disability, and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

## **ADDITIONAL SUPPORT/LABS:**

**Speech Lab:** This course may require students to work individually or in small groups outside of class in the Speech Lab. This work may require students to schedule lab appointments outside of class hours if they need extra help or have missed a class session. **The Speech Lab/Learning Assistants phone numbers are: Geoff Shields (732) 224-2171, or Erica Osmond (732) 224 -1883. Learning Assistants office is in LAH 307. The lab, in LAH 306, is open 37 ½ hours per week, Monday to Friday.**