

Course syllabus for: BUSINESS & PROFESSIONAL SPEECH – 1053
Fall 2009

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Office Hours: MWF 2-3 p.m.; T/R 9:30-10:30 a.m. OR by appointment

Course Description: This course is designed to provide students with an understanding of and ability to produce and deliver effective communications for use in today's business environment. Specific areas of study include, but are not limited to, message strategies, audience analysis, verbal and nonverbal communication, presentation materials, and delivery techniques. Students will learn, demonstrate and be assessed based on their competency as specified in the course objectives.

Textbook: *Managing Business and Professional Communication*, 2th Edition, Carley H. Dodd.

Course Prerequisites: WRC 1013

University Requirements: This course satisfies one of the College of Business' Common Body of Knowledge (CBK) requirements.

Teaching Methods: Lecture, class discussions, interpersonal and small group exercises and classroom presentations.

Methods of Evaluation: Tests, oral presentations, written assignments attendance and participation.

Course Objectives:

- Students should be able to demonstrate competence in basic communication principles.
- Students should be able to select and limit speech topics that are significant and appropriate for the audience and occasion.
- The student should be able to analyze the audience and adapt the content, organization and delivery as appropriate.
- The student should be able to construct and arrange ideas in an organized manner, including the use of patterns of arrangement, compelling introduction and conclusion, and effective transitional statements.
- The student should be able to identify, select, and use effective verbal supporting material.
- The student should be able to demonstrate mastery of a sentence outline.
- The student should be able to use visual aids (traditional and technology based) effectively.
- The student should be able to improve his/her confidence in public speaking.
- The student should be able to understand and apply the process of active listening.

- The student should be able to demonstrate small group communication skills effectively.

Course Requirements: Each student will prepare and deliver four speeches as follows:

Traditional Informative speech – 5 minutes
 PowerPoint briefing – 8 minutes
 Small Group presentation – 5 minutes per participant
 Persuasive speech – 10 minutes

Additionally, there will be a mid-term test and a comprehensive Final examination. Students are expected to fulfill all reading assignments and actively to participate in all classroom lectures, exercises and assignments.

Grading:

Informative speech	100 points	Final Grade
PowerPoint briefing	100 points	A 900-1000
Group presentation	100 points	B 800-899
Persuasive speech	250 points	C 700-799
Mid-term exam	100 points	D 600-699
Final exam	250 points	F Below 600
Attendance	50 points	
Participation	50 points	

Tests will be comprised of true/false, multiple choice and short essay questions taken from textbook reading assignments. Presentations will be evaluated in terms of performance-based criteria as outlined on the student critique sheets.

Attendance: Attendance is a part of each student's grade. Plan on attending all classes. Two absences are allowed. Thereafter, your points for attendance and participation will be reduced 10 points per absence unless an excuse can be provided from an outside source such as a physician or court stating the date of the absence. If you come in late it is your responsibility to notify the instructor at the end of the class that you were present. Lateness will accumulate at a rate of three occurrences equaling one absence. Attendance can add up to 50 points toward your final grade so be mindful of the importance of class attendance. Make-up work assignments will be considered only under special circumstances.

Participation is closely tied to attendance and factors into your final grade by up to 50 points. You cannot participate if you do not attend class. Each student is expected to participate in classroom discussions and related exercises. Sharing your views, asking questions and making comments during class lectures all contribute to your participation grade.

Withdrawal Dates:

Thursday, October 29, 2009, is the last day for Sophomores and above (30 or more semester hours earned) to drop an individual course or withdraw from all classes and receive an automatic grade of "W." An individual course may not be dropped after this date without withdrawing from all classes. Sophomore and above drop only ends.

Friday, October 30 – December 2, 2009: Time frame for Sophomores and above (30 or more hours) to withdraw from all classes for Fall 2009. A grade of "W" will be given for each class a student is passing. A grade of "F" will be given for any class a student is failing. (Must see advisor). Time frame for Freshman (29 or fewer hours earned) to drop an individual course or withdraw from all classes and receive an automatic grade of "W." (Must see advisor.)

Code of Conduct: Food, drinks and gum are prohibited in the classroom. Turn off all beepers and cell phones prior to entering the classroom. No headgear or earphones will be worn in class. Absolutely no text messaging will be allowed during class. All class members should behave respectfully and co-operatively with the instructor and other class members at all times. The instructor reserves the right to remove anyone from class who violates the code of conduct.

Academic Honesty: All work, written and oral, should be original and therefore the students should be familiar with the University statement defining plagiarism/collusion. Section 203 of the student Code of Conduct, available in the UTSA Information bulletin, addresses the University's policy regarding this issue. Information outlining the Code of Conduct can also be found on-line at [http://www.utsa.edu/ODJA/section 203.htm](http://www.utsa.edu/ODJA/section_203.htm)

Disability Statement: Support services, including registration assistance and equipment, are available to students with documented disabilities through the Office of Disability Services, MS 2.03.18. Students can contact that office at 458-4157 to make arrangements.

Lost and Found: All abandoned articles found on campus are stored in the University Police Lost and Found, located in the lobby of the Multidisciplinary Studies Building. Lost items may be claimed by showing proper identification of ownership. UTSA will dispose of items that are not claimed within 60 days. (If I find an item left in the classroom, I will keep the item in my office for 24 hours before turning it in to Lost and Found.)