

COMM103 Business and Professional Speaking - Section 212 Spring 2024

Tuesdays and Thursdays: 2:30 - 3:45 P.M.
COMM BLDG Room 013
Instructor: J. Paul Preseault
E-mail: jpreseault@luc.edu
Office hours: By appointment – please email to schedule

Required TEXT:

How to Wash a Chicken: Mastering the Business Presentation.

By Tim Calkins, (2018) Page Two Books.

Suggested Additional TEXT:

Confessions of a Public Speaker

by Scott Berkun, (2010) O'Reilly Media Inc.

COURSE DESCRIPTION:

This class examines the theory and practice of oral presentation for professional speakers, topic research, message design and audience analysis, with some emphasis on communication in organizational settings.

LEARNING OUTCOME:

Students will prepare and deliver formal oral speeches and presentations.

COURSE RATIONALE:

This course is designed to teach you how to research, organize, write and deliver speeches with an emphasis on business communications. You also will learn to be an intelligent, thoughtful and critical listener. As a speaker, you will develop an understanding of the discipline and art of public speaking.

You will then be asked to demonstrate your knowledge in the following ways:

- Selecting a topic or position on an issue; researching the topic; and choosing the proper material to support the position.
- Organizing your ideas in a logical, cogent manner.
- Using proper presentation methods to deliver a speech to an audience. •

As a listener, you will be responsible for the following:

- Critiquing speeches, expressing your opinions about a speech topic, and doing so in a constructive, supportive manner.

LEARNING OBJECTIVES:

Upon completion of this course students should be able to:

1. Comprehend a theoretical understanding of communication;
2. Recognize the relationships between self, the message, and the audience;
3. Understand the process of effective listening;

4. Demonstrate confidence in the ability to deliver formal presentations, pitches, and impromptu speeches with fluency and expressiveness.
5. Demonstrate growth as a researcher, collaborator and critical thinker.

COURSE WORK:

To obtain a passing grade in this course students are required to:

1. Develop, outline and perform four formal speeches;
2. Analyze an audience and situation, and then adapt a message to those needs;
3. Prepare and use visual aids that promote clarity and interest;
4. Use evidence, reasoning, and motive appeals in persuasive speaking;
5. Establish credibility by demonstrating knowledge and analysis of a topic;
6. Develop strategies for coping effectively with the tensions involved in public speaking;
7. Demonstrate acceptable ethical standards in research and presentation of materials;
8. Listen to, analyze, and critique oral communication;
9. Work individually and collaboratively

GRADING:

Students will be graded based on their completion of:

Assignments	Percentage of final grade
Tell a Story – Personal Experience Speech	10%
My Neighborhood Presentation	15%
“We NEED to...” Team Presentation	20%
Final Presentation	30%
Weekly Discussion Board Participation	15%
Professionalism	10%

All of the above assignments will be graded on a 100-point scale.

Sakai Gradebook will be used – you will be able to see your grade standing throughout the term. Assignment descriptions on Sakai will also list the grading Rubric per each individual assignment.

Professionalism. The professionalism grade will be determined by attendance, in-class participation, collaboration and communication. Every unexcused absence will impact your grade, however advanced communication of your circumstances will lessen the impact.

Every absence past THREE will subtract 25% off your possible professionalism grade: FOUR absences will start your professionalism grade at a possible 75, FIVE absences starts you at a 50, SIX absences at 25, SEVEN or more absences – professionalism grade is an automatic zero. (Three tardies or early departures will equal one absence)

ASSIGNMENT AND FINAL GRADE SCALE:

Grade Criteria	Letter Grade	Points
Performs at the highest level and demonstrates full and uncompromised commitment and effort. Delivers all assignments with 100% requirements fulfilled	A	100 – 94
	A-	93 – 90
Performs at a high level and demonstrates consistent and effective achievement in meeting course and assignment requirements	B+	89 – 87
	B	86 – 84
	B-	83 – 80
Meets the basic requirements of the course and the assignments	C+	79 – 77
	C	76 – 74
	C-	73 – 70
Performs at a level sub-par to basic requirements, though meeting some minimum standards.	D+	69 – 67
	D	66 – 60
Fails to meet minimum course requirements	F	59 or less

Privacy Statement

Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online or face-to-face classes may be used solely for internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered. Students will be informed of such recordings by a statement in the syllabus for the course in which they will be recorded. Instructors who wish to make subsequent use of recordings that include student activity may do so only with informed written consent of the students involved or if all student activity is removed from the recording. Recordings including student activity that have been initiated by the instructor may be retained by the instructor only for individual use.

ACADEMIC INTEGRITY:

School of Communication Statement on Academic Integrity:

A basic mission of a university is to search for and to communicate the truth, as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom

- Falsifying medical or other documents to petition for excused absences or extensions of deadlines
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process

Students who commit an act of plagiarism, whether deliberately or accidentally, will still be held responsible. Ignorance of academic rules, or failure to fact check work, sources and citations, is not an acceptable defense against the charge of plagiarism. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes the following:

- Submitting as one's own material copied from a published source, such as print, Internet, CD-ROM, audio, video, etc.
- Submitting as one's own another person's unpublished work or examination material
- Allowing another or paying another to write or research a paper for one's own benefit
- Purchasing, acquiring, and using for course credit a pre-written paper

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty; any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at: <http://luc.edu/english/writing.shtml#source>

In addition, a student may not submit the same paper or other work for credit in two or more classes without the expressed prior permission of all instructors. A student who submits the same work for credit in two or more classes without the expressed prior permission of all instructors will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the chairperson of the department involved, and to the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall

be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them.

The procedure for such an appeal can be found at:

http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations. *The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.

STUDENTS IN NEED OF ACCOMMODATIONS:

Any student that needs special accommodation during exams or class periods should provide documentation from the Student Accessibility Center confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.

Managing Life Crises and Finding Support:

Should you encounter an unexpected crisis during the semester (e.g., securing food or housing, addressing mental health concerns, managing a financial crisis, and/or dealing with a family emergency, etc.), I strongly encourage you to contact the Office of the Dean of Students by submitting a CARE referral (LUC.edu/csaa) for yourself or a peer in need of support. If you are uncomfortable doing so on your own, please know that I can submit a referral on your behalf – please email me or talk to me after class.

To learn more about the Office of the Dean of Students, please find their websites at LUC.edu/dos or LUC.edu/csaa. Or you may contact them directly at 773-508-8840 and at deanofstudents@luc.edu

ADDITIONAL CLASS POLICIES:

- Students are expected to be actively engaged in class discussions – and in written form on our class forum
- Late assignments will be accepted for six days following the due date, each day late will subtract 10% until day 7 late when the assignment will be graded a ZERO
- All written assignments must be typed and proofread.
- Please turn off cellphones and other electronic devices when in a class session.

There will be no final written examination test.

However, your final exam time is scheduled for **Friday May 3 at 1:00-3:00pm**. At that time, you will be required to login to Sakai to answer some evaluation questions about the course.

Course Calendar

Week One:

Jan. 16 & 18
Course Intro - Discussion into Formal
Speeches, Presentations and Critique.

Week Two:

Jan. 23 & 25
Tell a Story Personal Experience Speech

Week Three:

Jan. 30 & Feb. 1
Tell a Story Personal Experience Speech cont.

Week Four:

Feb. 6 & 8
Introduction My Neighborhood Research and
Speech

Week Five:

Feb 13 & 15
My Neighborhood Presentation

Week Six:

Feb. 20 & 22
My Neighborhood Presentation cont.

Week Seven:

Feb. 27 & 29
Introduction We Need to Presentations

SPRING BREAK NO CLASSES March 4 to 9

Week Eight:

Mar. 12 & 14
We Need to Presentations

Week Nine:

Mar. 19 & 21
We Need to Presentations

Week Ten:

Mar. 26
Final Presentation INTRO & scheduling
Mar. 28
Final Presentations meeting with Instructor

Week Eleven:

Apr. 2
Final Presentations meeting with Instructor
Apr. 4
Final Presentation WORK Day

Week Twelve:

Apr. 9 & 11 Final Presentations Begin
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Week Thirteen:

Apr. 16 & 18 Final Presentations cont.

Week Fourteen:

Apr. 23 & 25 Final Presentations and Course wrap-up
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Week Fifteen:

Finals Week April 29 to May 4 No classes scheduled.

COURSE CALENDAR IS SUBJECT TO CHANGE WITH NOTIFICATION