



**COMM 103 - Section 205**  
**Business & Professional Speaking**  
**Syllabus, Fall 2015**  
**M, W, F - 1:40-2:30pm**  
**School of Comm, Rm. 14**

*Preparing people to lead extraordinary lives*

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*Office Hours:* Mondays 12:30-1:30pm or by appointment

**Course Description:** This class examines the theory and practice of audience analysis, message design, and oral/verbal presentation for professional speakers, with an emphasis on communication in business and professional organization settings. Students will demonstrate presentation skills in simulated settings. In keeping with Loyola University Chicago's Jesuit mission, there will also be an inclusion of social justice topics.

**Course Objectives:** Oral/verbal communication skills are invaluable for success in every field of endeavor. The goal of this course is to help students improve abilities to prepare and deliver speeches. Students also participate in group exercises, written assignments and readings. Fundamentally, the course provides students with an understanding and application of the complexities of public speaking through analysis of audience and purpose, speech preparation, speech delivery and assessment of reaction. Public presentations are also opportunities for the student to learn more about him/herself.

**Learning Outcomes:**

- Students successfully completing this class will know how to:
- Select and develop topics for speeches
- Assess research and data
- Reason information and concepts into a speech context
- Organize speeches
- Present ideas in a logical, clearly understandable manner consistent with subject matter and situation
- Control speech anxiety and nervousness
- Increase self-confidence in public speaking
- Develop critical listening abilities for evaluating ideas, attitudes, beliefs and behaviors

**Required Texts/Materials:** Quintanilla, Kelly M. and Wahl, Shawn T.; *Business and Professional Communication: KEYS for Workplace Excellence; 2nd. Edition, 2013.*

Students will also be required to view the movie, *The King's Speech*, and reflect in writing about it on their own time and it will be due in class as noted below.

**Supplemental Materials:** Additional required materials may be posted on Sakai or provided in class. Students are responsible for such readings whether or not they are discussed in class.

**Course Requirements and Grading Criteria:**

Each student will receive advance notice of schedule for speaking assignments and will be graded individually, even when the overall assignment is a group project. Each student is required to present the instructor with an outline of his/her speech at the time of presentation. Students will be graded on each major speech on the day/while it is delivered. Grades will be given based on quality of work including preparedness, speech delivery, classroom participation including audience feedback, and attendance. Speech grades are cumulative. All written assignments/outlines must conform to Modern Language Association (MLA) current style and be typed double-spaced in 12-point font with one-inch margins. They must also be correct as far as grammar, spelling and organization.

**Evaluation/Grading:**

<i>Impromptu/Self Concept Speech</i>	5%
<i>Informative Speech</i>	10%
<i>Small Group Presentation/Speech</i>	10%
<i>Partner Speech</i>	15%
<i>Persuasive Speech</i>	15%
<i>Individual Speech Outlines</i>	20%
<i>Attendance/Participation</i>	10%
<i>FINAL EXAM</i>	15%

**Class Meeting Schedule**

(This class may occasionally deviate from the course outline. The instructor reserves the right to make changes as needed to the course syllabus. Changes made will be announced in class.

**Week of                      Subject, Readings & Assignments**

Week 1, Aug. 24              Course Introduction & Overview; impromptu introductions; gaining comfort in giving presentations and speeches; discussion of prominent speakers. Re-read syllabus; read textbook Chapter 1 (overview); Ch 12 pgs 290-291 (audience); answer three questions on pg. 291 - type and bring to next class; Ch 2 (verbal/non-verbal) esp. pg 42-44 (relevance to business); Ch 11 pgs 269-271 (purpose) with an emphasis on pg 270 (impromptu).

- Week 2, Aug. 31 Introduction of Individual/Self-Concept Speech; discussion about audience situation, topic and purpose; parts of an outline, creating an outline, and citing sources; organizing a speech, introducing and concluding speeches. Read Ch. 13 esp. pgs 315-319 (outline); Ch 12 (speech design) esp. pgs 292-296 (research) and pgs 299-301 (introductions). Prepare outline and Impromptu/Self Concept Speech; turn in and present during Week 3.
- Week 3, Sept. 7 **Class will not meet on Mon. Sept. 7 due to Labor Day.**  
**\* Presentations of Self-Concept Speeches**  
 Read Ch 5 - emphasis on pgs 116-188 (language); review Ch 12 pgs 304-305 (language); Ch 12 pg 294 for assignment; Ch 4 pg 92 and Ch 10 pg 244 for info relevant to career.
- Week 4, Sept. 14 Discussion of cultural artifacts/presentation aids; discussion of social justice topics. Read Ch 13 esp. 316-326 re: pres. aids; Ch 3 inc. 57-58; Ch 11 informing and persuading, Ch 14 pg 352; Ch 6 pgs 129-131; prepare outline and Informative Speech; turn in and present at next class.
- Week 5, Sept. 21 Presentation of Informative Speeches  
 Review Ch. 11
- Week 6, Sept. 28 In-class film watching of “The King’s Speech.” Speech discussion. Reflective writing assignment re: film to be submitted by Friday.
- Week 7, Oct. 5 **No class Mon. Oct. 5 due to Mid Semester Break.** Discussion of Small Group Presentation Speeches; Review of Ch. 11 - in class reflective writing. Review Ch 13 pgs 326-328 - team presentations.
- Week 8, Oct. 12 Instructor consultation and in-class work on Small Group Presentations - bring laptops for research, etc. Review Ch 12 pgs 292-296 (research); prepare outline and Small Group Presentation Speech; turn in and present at next class.
- Week 9, Oct. 19 Presentation of Small Group Presentation Speeches, Read Ch 9.
- Week 10, Oct. 26 Introduction of Partner Speeches; Review Ch 11 pgs 268-278 (appeals, parts of argument).
- Week 11, Nov. 2 Discussion of business and professional communications - proactive/PR and social media; In-class partner interview meetings; Prepare and finalize outline of Persuasive Speech; turn in and present for Week 12.

Week 12, Nov. 9	Presentation of Partner speeches; introduction of Persuasive Speeches. Prepare examples of Persuasive Speeches.
Week 13, Nov. 16	Prepare and finalize outline of Persuasive Speech; turn in and present for Week 13/14. Presentation of Persuasive Speech.
Week 14, Nov. 23	Presentation of Persuasive Speech. <b>No class Wed. Nov. 25 and Nov. 27 due to Thanksgiving Break.</b>
Week 15, Nov. 30	Wrap up Presentations; Overview of best business presentations; Career discussions, review for final exam; evaluation
Final Exam	Thursday, December 10, 1:00-3:00pm

**Assignments & speeches MUST be presented/submitted in class. NO ASPECT OF ANY SPEECH ASSIGNMENT WILL BE ACCEPTED VIA EMAIL. To pass the class, each student must deliver five speeches reflecting content memorization. SUBSTITUTE ASSIGNMENTS ARE NOT AVAILABLE FOR MISSED SPEECH PRESENTATIONS DUE TO THE AUDIENCE COMPONENT.**

**Course Grading Scale:**

A	94-100%
A-	90-93%
B+	87-89%
B	84-86%
B-	80-83%
C+	77-79%
C	74-76%
C-	70-73%
D+	67-69%
D	64-66%
D-	60-63%
F	59 and below

Students must earn a C- or better to progress in their field of study.

**Classroom Manners:**

Turn off cell phones and keep them in your bag. Laptops are welcome for notes and coursework, not entertainment. Be respectful of fellow students and be in your seat when class begins. Hold side conversations outside the classroom.

### **Tips for succeeding in the course:**

- Attend class. If the instructor talks about it during class it must have some significance.
- Read the text. If something is not clear ask about it in class.
- Proof and edit your work. Re-write, edit, and edit again. Follow MLA style. Use spell check.
- Keep up with the work and the readings.
- Style points count. Boardroom quality is not expected, but a good looking paper/outline/presentation has a way of earning extra attention.

**Attendance/Professionalism:** You are expected to display the same level of professionalism and respect as required by work roles, through attending class regularly, arriving on time, being prepared for class, and remaining for the full class period. In addition, students are expected to actively participate in discussions and stay engaged during lectures and speech presentations. Students using electronics while another student presents a graded speech will lose participation points. Students are also expected to show respect for others' opinions/experiences through verbal/body language.

The instructor does not recommend missing any class sessions as in-class exercises or homework could be given in your absence. Making up the missed work may not be possible. If you have to miss a class, make arrangements to get any assignment from other students and complete it for the date it is due. Absences on the day of a test will not be acceptable. If you must be absent one those days you must contact the instructor in advance. You will be required to present medical or other emergency/official documentation explaining your absence before you will be permitted to make up the exam. **Unexcused absences will impact class participation grade, a component of the final grade.**

### **Students with Disabilities:**

Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities 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.

### **Sexual Harassment:**

Sexual Harassment is defined as unwelcome sexual advances, requests for sexual favors and other verbal or physical conduct of a sexual nature. Loyola University of Chicago will not tolerate it by faculty, students or other employees, and will attempt to take prompt corrective action against any sexual harassment by or of its students, faculty and employees. Persons who believe they have been harmed by harassment of this kind should bring the conduct to the attention of the School of Communication dean's office. All complaints are taken seriously and no one reporting them will suffer reprisal or retaliation from the University. Such complaints will be treated in confidence to the extent feasible, given the need to conduct a thorough investigation and take corrective action.

## **School of Communication Statement on Academic Integrity:**

A basic mission of a university is to search for and to communicate 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:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- 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; or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. 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, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, 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; or

- 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. A student who submits the same work for credit in two or more classes 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 appropriate area head and to the office of 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 hearingboard 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](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.)*