

**COMM 103**  
**Business and Professional Speaking**  
**Fall 2015 Syllabus**  
**Instructor: Catherine Riedel**  
**Thursdays, 4:15–6:45 p.m.**  
**Corboy Law Building Room 525**  
**August 24–December 12, 2015**

**Office Hours: Wednesdays 12:30–1:30**  
**Lewis Towers, Room 900**  
**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.

### **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 and presentations
- Assess research and data
- Develop information and concepts into a presentation context
- Organize speeches and presentations
- Present ideas in a logical, clearly understandable manner consistent with subject matter and situation.
- Control speaking anxiety and nervousness
- Increase self-confidence in public speaking
- Develop a recognition for strengths and areas for improvement
- Develop critical listening abilities for evaluating ideas, attitudes, beliefs and behaviors

## **Required Materials**

Quintanilla, Kelly M. and Shawn T. Wall. Business and Professional Communication: Keys for Workplace Excellence. 2nd ed. SAGE: Thousand Oaks, CA, 2014.

## **Supplemental Content**

Additional content relevant to class will be provided in the syllabus or posted on Sakai. Students are responsible to review such content, readings or viewings whether or not they are discussed in class.

## **Course Requirements and Grading Criteria**

The syllabus will outline a schedule for speaking and other assignments. Students will be graded individually, even when the overall assignment is a group project. Students will be graded on each presentation or 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 single spaced in 12-point font with one-inch margins. They must also be proofread for grammar, spelling and organization.

Assignments and speeches must be presented in class. **NO ASPECT OF ANY SPEECH ASSIGNMENT WILL BE ACCEPTED VIA EMAIL.** The weekly reading, topics for class and composition of written assignments (3), presentations (6), and final persuasive speech (1) can be found at the end of this document. The course grading scale is as follows:

A	100-93%
A-	92-90
B+	89-88
B	87-83
B-	82-80
C+	79-78
C	77-73
C-	72-70
D+	69-68
D	67-63
D-	62-60
F	59 and below

## **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 during class and/or while another student presents a graded speech/presentation will lose participation points. Students are also expected to show respect for others' opinions/experiences through verbal/body language.

Students are responsible for any assignments or requirements missed during an absence. Prior notice is expected for an excused absence unless emergency documentation is provided. Also, students are responsible to inform faculty if they need to be absent because of religious circumstance. Students who leave early or miss class without consideration are subject to an unexcused absence notation. Two unexcused absences will impact class participation grade, a component of the final grade.

## **Academic Integrity**

Academic dishonesty is unacceptable and can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. 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 an 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 coursework 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.

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. A complete description of the School of Communication Academic Integrity Policy can be found at <http://www.luc.edu/soc/Policy.shtml>.

For further information about the expectations for academic integrity and sanctions for violations, students can consult:



<http://www.luc.edu/media/lucedu/quinlanschoolofbusiness/pdfs/Honor-Code-Quinlan-July2012.pdf> or <http://www.luc.edu/soc/policy.shtml>.

### **Instructor Information/Policies**

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 to meet his/her needs and assignment due dates. Tutoring is available throughout the semester; consult [www.luc.edu/tutoring](http://www.luc.edu/tutoring).

To minimize distractions to others, laptops must be closed during class unless the instructor requests use. Cell phone and other wireless/device usage is not allowed while class is in progress. Refer to course site for notes, slides and other class- related materials.

Please set up an appointment or visit me during office hours if you wish to discuss individual class performance. I return e-mail messages and phone calls in a timely manner and expect the same from students. Course communication will be sent to your Loyola e-mail address. I am unable to send information about grades or other academic work to a non-Loyola-email address. Continue to check Loyola email accounts until final grades are posted.

This class may occasionally deviate from the course outline. The instructor reserves the right to make changes as needed to the course syllabus.



## Schedule and Grade Composition

DATE	In Class	Preparation/Assignment
August 27	Overview Syllabus review Final grade composition 60 second introductions	Amy Cuddy Ted Talk Read Chapter 1 Read Chapter 2 Review Six Minute Speech Prep site
September 3	News of the day Discuss Amy Cuddy Discuss fear, non-verbal Elements of an outline Explanation of final project	Review IABC video Read Chapter 12 Google: best+advice+for+presenters Prepare 60 second re-introduction
September 10	News of the day Discussion of IABC video Know your audience Explanation of analyses <b>60 second re-introduction</b>	Review the Richard St. John Ted Talk Review the Rowan Manahan Slide Share
September 17	Guest Speakers: Power of Visuals Michael Craddock, Boeing Katie Sheahan, Boeing (Extra Credit)	Read Chapter 13 Analyze one of these speeches: Steve Jobs Stanford Speech Sheryl Sandberg Ted Talk Nancy Duarate Ted Talk
September 24	News of the day Explanation of conference calls Discussion of speeches <b>Analysis of speech due</b>	Read Chapter 7 Review these speeches: Sean Penn Oscar Speech Kristin Stewart speech in SW&H Howard Dean Campaign 'speech'
October 1	News of the day Discussion of speeches Impromptu assignment in class	Review the Sydney Seau speech (no video) Review and analyze Ron Paul Farewell Speech (transcript and video) Google: How+to+run+an+effective+meeting

October 8	News of the day Discussion of written word vs. speech <b>Analysis of Ron Paul farewell due</b> <b>Conference calls group 1</b>	Chapter 11 Prepare your 5 minute informative speech
October 15	News of the day Guest Speaker: Presenting Financials, Julie Creed, Heidrick & Struggles (Extra Credit) <b>Tell us: 5 minute informative speech</b>	Chapter 10
October 22	News of the day Explanation of big idea speech <b>Impromptu speech 1-3 minute</b>	Review and analyze Market Basket CEO speech
October 29	News of the day <b>Analysis due</b> <b>Conference calls group 2</b>	Prepare your big idea presentation Re-review Nancy Duarate Ted Talk
November 5	Happy Halloween News of the day <b>What's your big idea: 3-5 minute speech</b> Explanation of 3 minute speech topic	Chapter 9 Recommend determining company and developing a rough outline for final speech Prepare 3 minute speech
November 12	News of the day Final presentation support Declare company for final Instructor's choice: 3 minute speech	Chapter 4 Review Gordon Gekko clip Refresh your resume
November 19	News of the day Resume review <b>On the spot: Why should we hire you?</b>	Recommend working on final presentation
November 26	Happy Holidays	Recommend practicing final presentation
December 3	Guest Speaker: Presentation Tips Final presentation support <b>Conference Calls group 3</b>	TBD
December 10	<b>Final presentations</b> Celebration	

## Grade Composition

<b>Category</b>	<b>Assignments</b>	<b>Point Value</b>
Class Participation	15 classes, active listening, participation, respect	15 points
Analyses	1. TED Talk 2. Ron Paul Farewell speech 3. Market Basket CEO speech	1. 5 points 2. 5 points 3. 5 points
Presentations	1. Introduction 2. Conference Call 3. Informative speech 4. Impromptu 5. Big idea 6. Why should we hire you?	1. 5 points 2. 10 points 3. 10 points 4. 10 points 5. 5 points 6. 5 points
Final Presentation	5-7 minute presentation	25 points
<b>TOTAL</b>		<b>100 points</b>
<b>Extra Credit</b>	<b>Volunteer Opportunities</b>	<b>2 points each</b>
<b>Extra Credit</b>	<b>LinkedIn Profile and Connection</b>	<b>3 points</b>
<b>Extra Credit</b>	<b>Professional speaking attendance</b>	<b>5 points (must provide time, date, 30 second clip from the event, description of event, 180 word analysis)</b>