



COMS 2382 – Speech for Business & the Professions

Tentative Course Syllabus -- (Spring 2018)

Class Meeting Time(s), CRN(s), & Room Number(s)

COMS 2382.04 (22768)	Monday & Wednesday (Hybrid)	10:00 am to 10:50 am	DRCB 320
COMS 2382.05 (22776)	Monday & Wednesday (Hybrid)	12:00 pm to 12:50 pm	DRCB 320
COMS 2382.06 (22779)	Monday & Wednesday (Hybrid)	1:00 pm to 1:50 pm	DRCB 320
COMS 2382.02 (22616)	Monday & Wednesday (Hybrid)	2:00 pm to 2:50 pm	DRCB 320

Please see footnote for more course information concerning the Hybrid Portion of this course.¹

Instructor Contact Information

Carlton Abernathy

Office – DRCB 322J

Phone – 936-294-3695

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Conference Hours

* Arranged by appointment (*please feel free to contact me any time*).

SHSU Course Catalog Description

“This course examines theory and research in interpersonal principles, leadership strategies, listening, and nonverbal communication. Emphasis is on the application of this knowledge to develop communication skills in settings such as interviewing, group decision-making, speech preparation and presentation. Not for Communication Studies majors, minors, or specializations.”

Course Objectives & Student Learning Outcomes (SLO)

- **Objective/SLO 1:** Students will develop an understanding of the fundamental principles and theories of communication as they apply to professional settings.
- **Objective/SLO 2:** Students will be able to prepare for, organize, outline, and document a professional business presentation.
- **Objective/SLO 3:** Students will be able to develop and incorporate appropriate supporting materials into their professional business presentations.
- **Objective/SLO 4:** Students will be able to deliver effectively a professional business presentation.

¹ Additional class materials, assignments, grades, etc. will be posted on SHSU Blackboard. The Blackboard Login page can be found on the SHSU Home Page (www.shsu.edu) by clicking the Campus Tools at the top of the page and then selecting Blackboard. Approved by SHSU admin, this will compensate for the originally scheduled Friday class-meeting (instructor does reserve the right to meet on Friday class-meeting if necessary).

Supplemental Course Objectives

- Understand, define, and explain communication studies-based terms and principles within business and professional communication.
- Demonstrate and apply fundamental theoretical considerations within business and professional communication.
- Identify and understand how different cultural contexts can impact business and professional communication.
- Provide critical analysis of self as well as other people's business and professional communicative decisions.
- Explain and understand effective and efficient techniques utilized in various business and professional communicative situations within the workplace including (but not limited to) interpersonal communication, small-group communication, organizational communication, public speaking/presentational communication, etc.
- Provide, create, and deliver business and professional communicative presentational materials in verbal and nonverbal (including written) formats.
- Examine various ethical scenarios within business and professional communication.

THECB Skill Objectives

1. **Critical Thinking Skills:** This objective includes creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information through audience analysis, topic selection, evaluation of research materials, and the use of appropriate arguments in speech making.
2. **Communication Skills:** This objective includes effective development, interpretation, and expression of ideas in written, oral, and visual communication through the preparation and delivery of in-class speech assignments and outlines.
3. **Empirical and Quantitative Skills:** This objective includes the manipulation and analysis of numerical data or observable facts resulting in informed conclusions through the use of numerical data as forms of support for speech claims.
4. **Teamwork:** This objective includes the ability to consider different points of view and to work effectively with others to support a shared purpose or goal through course material on the nature of groups and teams and through an in-class group decision making assignment.
5. **Personal Responsibility:** This objective includes the ability to connect choices, actions, and consequences to ethical decision-making through class discussion of ethical communication and in-class assignments involving handling ethical dilemmas.
6. **Social Responsibility:** This objective includes intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities through class discussion and case studies of how intercultural differences affect business.

Textbook

Adler, R. B., Elmhurst, J. M., & Lucas, K. (2013). *Communicating at work: Principles and practices for business and the professions* (11th ed.). New York, NY: McGraw-Hill, Inc.

ISBN: 9780078036804

ISBN10: 0078036801

- If newer edition is available, the instructor reserves the right to and may require the more recent text for course instruction at the beginning of each semester.

Grading & Assignments

Graded materials including final grade will be examined and rated on the following basic 100-point scale:

• 'A' = 100-90	• 'B' = 89-80	• 'C' = 79-70	• 'D' = 69-60	• 'F' = 59 & below
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Other potential postings may include (but are not limited to) a 'W' (or Withdrawal) or an 'I' (or Incomplete). The final grade will be determined based upon the following:

- 30 % - Semester Assignments & In-Class Tasks
- 30 % - Presentations (*verbal and nonverbal [including written] formats*)
- 30 % - Exam(s)
- 10 % - Portfolio (this assignment may become more project-based depending on semester status)

More detailed instructions for each of the aforementioned items will be provided later in the semester.

Attendance Policy

Excessive absences could be subject to the lowering of grades as well as possible automatic withdrawals; thus, attendance is mandatory. Any student who misses more than two (2) classes is potentially subject to the deduction of an entire letter grade. Accordingly, the deduction of another letter grade will be the result for each subsequent absence. Absence exceptions must be made with the instructor.

Religious Holidays

"Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. "Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code."

Late Work

It is your responsibility for making up all class related materials. You will receive a 0, if you do not make arrangements for makeup quizzes, exams, and/or assignments. Do not expect me to come to you for what you miss or do not turn in. Late work must be approved and is at the acceptance discretion of the instructor.

SHSU Academic Dishonesty Statement

"The University expects students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experience both in and out of the classroom. Accusations of academic dishonesty, proceedings and subsequent disciplinary actions are addressed in The Texas State University System, Board of Regents policy on Academic Honesty, [Chapter VI, Subsection 5.3, "Academic Honesty"](#) and in the University's Academic Policy Statement [810213, "Procedures in Cases of Academic Dishonesty"](#)."

SHSU Student Mentoring Disclosure (First Alert)

"First Alert enables faculty to refer students who are doing poorly in class or who have frequent or unexcused absences. The process is simple; just fill out the form online and submit it. The SAM Center will acknowledge receiving it and begin the process of contacting the student to offer assistance. You will be notified as to the outcome. It is most helpful if you make referrals early in the semester, especially before the last date to drop classes. That way, the intervention can be more effective."

Referral Form: http://www.shsu.edu/~sam_web/mentoring/first_alert_referral.html

SHSU Student Policy—Students with Disabilities

"It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired. SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If a student has a disability that may affect adversely his/her work in this class, then the student is encouraged to register with the SHSU Counseling Center and to talk with the instructor about how best to deal with the situation. All disclosures of disabilities will be kept strictly confidential. NOTE: no accommodation can be made until the student registers with the Counseling Center."

For more information, please visit http://www.shsu.edu/dept/academic-affairs/faculty-handbook/americans_with_disabilities_act.html.

SHSU Classroom Rules of Conduct

"Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Cellular telephones and pagers must be turned off before class begins. Students are prohibited from eating in class, using tobacco products, making offensive remarks, reading newspapers, sleeping, talking at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in a directive to leave class. Students who are especially disruptive also may be reported to the Dean of Students for disciplinary action in accordance with university policy."

Visitors in the Classroom

"Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office."

For more information, please visit <http://www.shsu.edu/syllabus/>.