

# **Course Syllabus**

## **Business and Professional Speaking – SPCH 1321**

Fall 2019 (September 16, 2019 – December 21, 2019)

### ***Instructor Information***

Instructor: Vu Luyen  
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Office Hours: by appointment

### ***Course Identification***

Location: Room 301, SaigonTech Tower  
Class Times: Mon, 7:30–11:15  
Credit Hours: 3  
Lecture Hours: 3  
Total Course Contact Hours: 48  
Type of Instruction: Lecture

### ***Course Description***

Business and Professional Speaking is the application of theories and practice of speech communication to business and professional situations. The course aims at applying the techniques of oral communication to situations most common to business activities and professional people. It covers discussion methods, conference techniques, committee reports, instructions, lectures, and public speeches. It is required for business majors.

### ***Course Pre-requisites:***

Must be placed into college-level reading (or take GUST 0342 as a co-requisite) and be placed into college-level writing (or take ENGL 0310/0349 as a co-requisite).

### ***Program Learning Outcomes (PLO)***

- provide practical course content and experiences
- help students to decrease anxiety in professional communication situations
- aid in improving and developing a positive self-image
- help students to be accurate critics of themselves and others

### ***Student Learning Outcomes (SLO)***

1. Students should be able to demonstrate various forms of oral communication necessary in and applicable to the workplace.
2. Additionally, other appeals and the use of verbal, oral, and aural communication skills should be used to effectuate audience influence.

### ***Learning Objectives (LO) for Students***

- 1.1. develop practical communication skills usable on his/her job
- 1.2. understand basic principles of communication, including verbal and non-verbal activities

- 1.3. improve interpersonal relations
- 1.4. understand the interviewing process and principles
- 1.5. participate in small group encounters as a leader and a member
- 2.1 deliver verbal information in an organized, coherent, professional manner
- 2.2 deliver four to five oral presentations in class either individually or in group activities
- 2.3 research and properly document information

### ***Required Course Text***

1. Hamilton, C. (2017). **Communicating for results: A guide for business and the professions** (11th ed.). Cengage Learning. ISBN: 978-1305280267

### ***Course Policies***

#### **Attendance Policy**

Saigon Tech policy stipulates that if a student misses 12.5% of class hours of instruction, then he/she will be dropped from the course at the instructor's discretion.

#### **Email and Discussion policy**

All personal questions or announcements for your instructor should be directed to him by email, or in person before/after class, or during an appointment meeting.

You need to check your school email before every class meeting for possible course updates or changes.

### ***Academic Dishonesty***

Academic dishonesty, including but not limited to cheating and plagiarism, is a serious academic offense. Now that SaigonTech has recently circulated an official policy on academic dishonesty, students are advised and expected to strictly observe the policy.

If you have questions about cheating and/or plagiarism, ask your instructor as soon as possible. Any instance of plagiarism will earn a **zero** for the entire task (assignment, group discussion, mid-term speech, and final speech presentation) and, in severe cases, result in an F for the course or more serious consequences. To prevent plagiarism, all students will be required to cite all sources used for their speechmaking, to quote and to paraphrase appropriately.

### ***Assignments & Exams***

#### **In-class Progressive Practice Assignments**

Throughout the course, each student will be given 3 (three) to 4 (four) assignments for their progressive practice of speech communication. The assignments aim at preparing students step by step towards the midterm speech as well as the final presentation. They may include group projects, speech outlines, class discussions, and news reports.

#### **Mid-term Exam**

The mid-term exam provides each of the students with an opportunity to perform their group communication. On a topic approved by the instructor, the students will work in

groups to prepare simulated employment interviews. Each group of 3 to 5 students will take turns to act as interviewers and interviewees following two different formats assigned by the instructor. ***The students are required to demonstrate their communicating capability and professionalism in the interviews.***

### **Final Presentation**

The final exam is an occasion for students to demonstrate their oral communication skills to a group of targeted audience. Each pair or group of students shall deliver an eight-to-ten-minute informative/persuasive speech on the topic approved by the instructor. ***It is mandatory for the students to use PowerPoint slides and visual aids for their presentations. In addition, it is required that the presentations be video-recorded to complement the students' performance.***

### **Grading Scheme**

<b>Grade</b>	<b>Final Score</b>
A	90-100
B	80-89
C	70-79
<b>D</b>	<b>60-69</b>
<b>F</b>	<b>0-59</b>

The passing grade is C.

### **Grading Policy**

Grades will be based on the following:

Progressive Assignments and Participation	100 points	30 %
Midterm Exam (Multiple Choice quiz and Oral presentation)	100 points	35 %
Final Exam (Oral presentation with visual aids)	100 points	35 %
<b>Total</b>	<b>300 points</b>	<b>100 %</b>

### **Course Schedule**

<b>Week</b>	<b>Date</b>	<b>Topics / Assignments/ Exams</b>	<b>Notes on Assignments</b>
1	Sep 16	Syllabus explanation Chapter 1 - Communication and Ethics at Work	
2	Sep 23	Chapter 2 - Organizations in the Workplace Chapter 3 - Handling Conflicts, Cultural Diversity, and Relationships	
3	Sep 30	Chapter 4 - Effective Listening Chapter 5 - Non-verbal Communication	
4	Oct 07	Chapter 5 (continued) Chapter 7 - Basic Information of All Types of Interviews	

5	Oct 14	Chapter 7 (continued) Chapter 8 - The Employment Interview Assignment 1	
6	Oct 21	Chapter 8 (continued) Assignment 2	
7	Oct 28	Midterm Review Midterm Examination	
8	Nov 04	Chapter 9 - Small Group Communication and Problem Solving Chapter 10 - Participation and Leadership in Teams	
9	Nov 11	Chapter 10 (continued) Chapter 11 - Informative Presentations: Plan, Research, Organize, and Deliver	
10	Nov 18	Chapter 11 (continued) Assignment 3	
11	Nov 25	Chapter 12 - Verbal and Visual Supporting Materials	
12	Dec 02	Chapter 13 - Persuasive Presentations: Individual or Team Assignment 4	
13	Dec 09	Course Review Final Examination	
14	Dec 16	Feedback on students' performance	

Note : To ensure the learning quality of the course, the instructor reserves the right to make necessary modification to this syllabus without prior notice.