

BUS 107: BUSINESS SPEECH COMMUNICATIONS
WESTERN NEVADA COLLEGE
CARSON CITY CAMPUS
COURSE SYLLABUS

Required Text: Strategic Communication in Business and the Professions

By: O’Hair, Dan, Friedrich, Gustav W., & Dixon, Lynda Dee

Class Meetings: Tuesdays, 7:00 – 9:45 P. M.

Instructor: Johnny R. McCuin, CPA

Semester Hours of Credit: Three

Transfer Information: This course is designed to apply toward a WNC degree and/or transfer to other schools within the Nevada System of Higher Education, depending on the degree chosen and other courses complete. It may transfer to colleges and universities outside Nevada. For information about how this course can transfer and apply to your program of study, please contact a counselor.

Course Linkage: This course meets a General Education requirement of the following degrees: Associate of Applied Science, Associate of General Studies.

Instructor Contact Information: The instructor will be available during classroom breaks and after class. For questions outside of classroom time, the instructor can be reached at (775) 223-3357 or e-mail at jmccuin@doit.nv.gov.

Course Description: This course focuses on speech communication skills. It includes effective listening and feedback methods, voice improvement, group and team interaction, developing messages for positive and negative audiences, and preparation and presentation of an oral report.

Course Objectives:

1. Become aware of basic elements of human communication.
2. Understand the available communication options.
3. Practice ethical conduct and social responsibility.
4. Identify various aspects of psychological and physiological aspects of oral communication.
5. Recognize the importance of nonverbal communication.
6. Use primary and secondary sources of information effectively in the preparation of presentations.
7. Understand social, ethical, legal, and diversity issues

Method of Instruction: Each student is required to read the chapter being discussed prior to the class meeting date and be prepared to participate in end-of-chapter discussions and activities. The instructor will present an oral overview of each chapter.

Homework: Homework will be completion of chapter quizzes and preparation of speeches.

Grading Policy and Procedures:

1. Classroom participation: Students are expected to participate in end-of-chapter discussions and activities, including ungraded oral presentations. Students refusing to participate, when called upon, may receive less than full credit for that class. Students who miss a class will not receive credit for classroom participation for classes missed. 20% of the final grade will come from classroom participation.

2. End-of Chapter Quizzes: There will be a quiz given before each chapter is covered and is to be completed while the student studies the next week's chapter of study. These quizzes will be composed of multiple choice and true or false type questions. 20% of the final grade will come from the result of these quizzes.
3. Mid-Term and Final Presentations: The mid-term presentation (informative) and final presentation (persuasive) will be given in front of the class. 25% of the final grade will come from the results of the mid-term informative presentation and 35% of the final grade will come from the results of the final persuasive presentation.
4. The accumulation of points earned determines the final grade. Following are the criteria for each grade:

GRADE	STANDING	GRADE POINT VALUE	ACCUMULATED MEASUREMENT
A	Superior	4.0	93-100
A-		3.7	90-92
B+		3.3	87-89
B	Above Average	3.0	83-86
B-		2.7	80-82
C+		2.3	77-79
C	Average	2.0	73-76
C-		1.7	70-72
D+		1.3	67-69
D	Below Average	1.0	63-66
D-		0.7	60-62
F	Failure	0.0	Below 60
W*	Withdrawal		

Withdrawal: Some withdrawals are made by the college administration and the instructor has no control over these withdrawals. Students are expected to attend all classes. A student who misses over three classes may receive a grade of "W" at the instructor's discretion.