

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

**Required Text: Strategic Communication in Business and the Professions, Seventh Edition**

**By: O’Hair, Friedrich, & Dixon (ISBN-13:978-0-205-69311-5)**

**Class Meetings:** Tuesdays & Thursdays, 5:30 – 6:45 P. M. From August 31 to December 16, 2010.

**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 or, if you would like to meet before class, the instructor can be reached at [1] (775) 684-5819 or [2] (775) 223-3357 or e-mail at [jmccuin@doit.nv.gov](mailto:jmccuin@doit.nv.gov). E-mail is the preferred communication method when a response is not needed within 24 hours.

**Course Description:** The primary purpose of this course is to help you improve and expand your communication skills, especially in a professional context, through hand-on-experiences. Being a good public speaker is invaluable in any profession and can greatly increase your personal esteem.

**Learning Outcomes:**

1. to expand your expertise in different professional speaking contexts;
2. to learn how to competently make presentations, and use appropriate visual aids;
3. to gain confidence in your own speaking ability

**Method of Instruction:** Each student is required to read the chapter being discussed per the following schedule 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 the completion of chapter quizzes (most chapter quizzes will be done in class) and preparation of speeches.

**Attendance Policy:** Attendance in this class is imperative. You can’t improve your communication skills if you aren’t in class communicating. Your grade will be lowered for excessive absences. You will be able to accrue three absences with little penalty (see classroom participation below). Students with four to six absences cannot receive a grade above a “B.” Students with seven to nine absences cannot receive a grade above a “C.” Students missing ten absences will be withdrawn from the class.

**Classroom Professionalism:** Students are expected to be on time for each class period and to stay the entire class session. Arriving late or leaving early may affect your classroom participation score for that particular classroom session. Being a professional includes bringing paper, pen/pencil, syllabus, assignments, and textbook to class each class period.

**Due Dates:** Late assignments will be penalized by a deduction of 10% of the total possible score. It is expected that assignments be ready at the start of class. If you turn in written work late or arrive late on a day you are making a presentation, that assignment will be considered late and graded accordingly. If you are going to miss a class, the chapter quiz that was due for that class can be e-mailed to the instructor and will be graded without a deduction (the instructor will e-mail you the next chapter's quiz so it will not be late).

**Grading Policy and Procedures:**

1. Classroom participation: Students are expected to participate in end-of-chapter discussions and activities, including some 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 handed out before each chapter is covered and is to be completed while the student studies the next week's chapter of study or, in some cases, in class. 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. Quizzes not turned in when due will be subject to a cut-off of an 85% grade. However, if a quiz is completed in class, but you do not attend the class in which it was given, you may earn up to 100% depending on your performance.
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 final exam is a written exam and will add up to 10% to your grade. This test is optional.
5. 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	60-52
F	Failure	0.0	Below 60
W*	Withdrawal		

### Course Calendar

Tuesday	August 31	Course Introduction
Thursday	September 2	Chapter 1
Tuesday	September 7	Chapter 2
Thursday	September 9	Chapter 3
Tuesday	September 14	Chapter 12
Thursday	September 16	Chapter 13
Tuesday	September 21	Chapter 13
Thursday	September 23	Chapter 14
Tuesday	September 28	Special Occasion Speeches Group 1
Thursday	September 30	Special Occasion Speeches Group 2
Tuesday	October 5	Special Occasion Speeches Group 3
Thursday	October 7	Information Speeches Group 1
Tuesday	October 12	Information Speeches Group 2
Thursday	October 14	Information Speeches Group 3
Tuesday	October 19	Information Speeches Group 4
Thursday	October 21	Chapter 4
Tuesday	October 26	Chapter 5
Thursday	October 28	Chapter 6
Tuesday	November 2	Chapter 7
Thursday	November 4	Chapter 8
Tuesday	November 9	Chapter 8
Tuesday	November 16	Chapter 9
Thursday	November 18	Chapter 10
Tuesday	November 23	Chapter 11
Tuesday	November 30	Persuasive Speeches Group
Thursday	December 2	Persuasive Speeches Group
Tuesday	December 7	Persuasive Speeches Group
Thursday	December 9	Persuasive Speeches Group
Tuesday	December 14	Persuasive Speeches Group
Thursday	December 16	Make up/Final Exam