

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, 7:00 – 9:45 P. M. from January 25 to May 17, 2011.

(No class on March 22 – Spring Break)

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. 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 two absences with little penalty (see classroom participation below). Students with three to four absences cannot receive a grade above a “B.” Students with five to six absences cannot receive a grade above a “C.” Students missing seven absences cannot receive a grade above a “D”. A student who misses eight classes will be withdrawn from the class (students should communicate with the instructor if he or she requests a grade of “F” otherwise he or she will receive a “W”).

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 15% 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 chapter 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. Students will be assigned questions from these quizzes to present to the class. He or she is expected to complete the entire quiz, but pay particular attention to the questions he or she was assigned. If, during the presentation, it is obvious that no attention was given to those assigned questions, the student will receive credit for class participation, but the test score will be reduced by 15%.
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	POINT VALUE	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

January 21	Course Introduction
February 1	Chapter 1
February 8	Chapter 2
February 15	Chapter 3
February 22	Chapter 12
March 1	Chapter 13
March 8	Chapter 14, Information Speeches Group 1
March 15	Chapter 4, Information Speeches Group 2
March 22	Spring Break
March 29	Chapter 5, Information Speeches Group 3
April 5	Chapter 6
April 12	Chapter 7
April 19	Chapter 8
April 26	Chapter 9, Persuasive Speeches Group 1
May 3	Chapter 10, Persuasive Speeches Group 2
May 10	Chapter 11, Persuasive Speeches Group 3
May 17	Persuasive Speeches Group 4