



Course Syllabus

SPCH 1321

Business & Professional Communication (2313045212)

******* Note to Student *******

Student success is our number one priority at Coastal Bend College and we realize that prompt, effective communication plays a significant role in achieving that goal. It is vitally important that you have the proper contact information for your instructor. This should include their phone number, email address, and if applicable, their office number, and office hours. If you ever have any problems contacting your instructor, or do not receive a prompt response to your inquiries, please contact the Director of Academics, or the Dean of Academics, as soon as possible. Their contact information is provided below:

Director of Academics, Dr. Kevin Behr: 361-354-2338; kevind@coastalbend.edu

Dean of Academics, Mark L. Secord: 361-354-2529; secordm@coastalbend.edu

We wish you all the best in your education and encourage you to contact us if you have any questions or concerns.

Course Description: Study and application of communication within the business and professional context. Special emphasis will be given to communication competencies in presentations, dyads, teams and technologically mediated formats.

Semester Hours Credit: 3

Lecture/Lab Hours: 3-0

Prerequisite: To enroll in any Speech course, students must demonstrate readiness to perform college level academic coursework in reading according to Coastal Bend College academic skills assessment guidelines.

Textbook(s): *Communicating at Work: Strategies for Success in Business and the Professions (11th edition)*
ISBN: 9780078036804

Course Learning Outcomes:

Upon successful completion of this course, students will:

1. Demonstrate communication competence and critical thinking through an understanding of the foundational communication models.
2. Demonstrate essential public speaking skills in professional presentations.
3. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership and performance appraisals.)
4. Apply essential dyadic and small group processes as they relate to the workplace.
5. Utilize various technologies as they relate to competent communication.
6. Demonstrate effective cross-cultural communication.

Evaluation Methods:

This course may incorporate public speaking, presentations, essays, discussions, quizzes, journals, portfolios, and exams to evaluate student performance and to direct instruction. Due to the nature of the course, not every assignment will be fully graded and returned. Unless otherwise noted, students may expect to receive feedback on their assignments no later than 6 class hours (2 weeks) from the date of submission. It is the student's responsibility to keep copies of all course-related documents, including all assignments submitted or received. The instructor is not obligated to award any credit for assignments submitted after the due date.

Recording Lectures: Students may not electronically record lectures and presentations without the express, written permission of the instructor. Most lecture content is based upon original, fixed works, and is therefore the intellectual property of the instructor. In the event that permission to record is granted, any and all course-related recordings are solely distributed. Electronic equipment used to record lectures must be designed for that purpose (personal recorders; digital or analog), must operate silently, and must be of an appropriate size.

ADA Statement: No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of the College District, or be subjected to discrimination by the College District. Nor shall the College District exclude or otherwise deny equal services, programs, or activities to an individual because of the known disability of an individual with whom the individual is known to have a relationship or association. 42 U.S.C. 12132; 28 CFR 35.130(g).

See at: [GL \(Legal\)](#)



Special Needs Services: Students with special needs, including physical and learning disabilities, who wish to request accommodations in this course should contact the Student Development Office as soon as possible to make arrangements; this should occur no later than the second week of class or as soon as the student has the documentation on the disability and requested accommodation per a certified medical or psychological professional. In accordance with federal law, a student requesting accommodations must provide documentation of disability to the Student Development Advisor.

For more information, contact: in Alice at sdalice@coastalbend.edu; Beeville at sdbeeville@coastalbend.edu; Kingsville at sdkingsville@coastalbend.edu; and Pleasanton at sdpleasanton@coastalbend.edu.

Academic Dishonesty: Each student is charged with notice and knowledge of the contents and provisions of Coastal Bend College's rules and regulations concerning student conduct. All students shall obey the law, show respect for properly constituted authority, and observe correct standards of conduct. Scholastic dishonesty shall constitute a violation of these rules and regulations and is punishable as prescribed by Coastal Bend College Policies FLB (Local) and FM (Local). Scholastic dishonesty shall include, but not be limited to, cheating on a test, plagiarism, and collusion.

See at: [FLB \(Local\)](#) and [FM \(Local\)](#).

See the [Student Handbook](#) for further explanation of Scholastic Dishonesty.

Copyright Law and Intellectual Property Rights Policy: Copyright is the right of an author, artist, composer or other creator of a work of authorship to control the use of his or her work by others. Protection extends to literary works, musical works, dramatic works, pantomimes and choreographic works, pictorial and graphic works, sculpture, motion pictures and other audiovisual works, sound recordings and architectural works. Generally speaking, a copyrighted work may not be reproduced by others without the copyright owner's permission. The public display or performance of copyrighted works is similarly restricted. Generally, the unauthorized reproduction, performance or distribution of a copyrighted work is copyright infringement and may subject the infringer to civil and criminal penalties. The Fair Use Doctrine outlines exceptions to this Law and is outlined in Coastal Bend College Policy, [CT \(Legal\)](#).

Coastal Bend College, its faculty, students and employees must comply with Copyright Law. Detailed information on Copyright Law and Intellectual Property Rights is available in Coastal Bend College Policy [CT \(Legal\)](#) and [CT \(Local\)](#).

Questions regarding this information should be directed to the Director of Library Services at: library@coastalbend.edu or the Office of Marketing and Public Relations at: socialmedia@coastalbend.edu.

Coastal Bend College



Intellectual Property: Student /Third Party Works: Rights to copyrightable or patentable works created by a student or a third party, that is, not a College District employee, shall reside with the author/ creator. Detailed information on Copyright Law and Intellectual Property Rights is available in Coastal Bend College Policy [CT \(Legal\)](#) and [CT \(Local\)](#).

Questions regarding this information should be directed to the Director of Library Services at: library@coastalbend.edu or the Office of Marketing and Public Relations at: socialmedia@coastalbend.edu.

NOTE: The College website (www.coastalbend.edu) serves as the main source with the most current version of the Coastal Bend College Board Policies and the Coastal Bend College Catalog.