

*Business and Professional Speaking*

*COMM 103 Section 202*

Spring 2017

Wednesdays, 7-9:30

Instructor: Beth Bratkovic

Email: [Bratkovic@att.net](mailto:Bratkovic@att.net)

Telephone: 312.671.2384

**Course description:**

This course is designed to teach you how to research, organize, write and deliver speeches with an emphasis on business communications. You will also learn to be an intelligent, thoughtful and critical listener.

As a speaker, you will develop an understanding of the discipline of rhetoric and the art of public speaking. You will then be asked to demonstrate your knowledge in the following ways.

- Selecting a topic or position on an issue; researching the topic; choosing the proper material to support the position.
- Organizing your ideas in a logical, cogent manner.
- Writing clearly using lively words.
- Using proper presentation methods to deliver a speech to an audience.
- Gain a clear set of skills for ensuring any conversation is productive.

As a listener, you will be responsible for the following:

- Critiquing speeches based on the guidelines for proper public discourse.
- Expressing your opinions about a speech topic.
- Being curious as to other's perspectives.
- Doing both in a constructive, supportive manner.

The course will begin with basic speeches, both informative and persuasive, which will serve as a foundation for presentations with a business professional element. Students are free to choose their own topics as long as they meet the criteria for the speech. Since a great deal of business activity is collaborative, you will also work as teams on the final presentation.

## Grading

Students will be graded based on four speech presentations, a written report evaluating a public speaker and classroom participation. Grades are based on a 1,000 point scale.

### Grades will be determined in the following manner

- Informative speech: 100 points
- Cultural Artifact Speech: 150 points
- Textual Analysis Speech: 200 points
- Collaborative Speech: 250 points
- Speaker Evaluation Written Report: 100 points
- Class exercise: 100 points
- Attendance and participation: 100 points

All speeches must be accompanied by an outline and a bibliography. Failure to give the instructor an outline and bibliography on the day of the presentation will result in a reduction of ONE LETTER grade. The outline should be neatly typed.

### Final grade scale:

- 1000 – 940: A
- 939-900: A-
- 899-880: B+
- 879-830: B
- 829-800: B-
- 799-780: C+
- 779-730: C
- 729-700: C-
- 699-680: D+
- 679-640: D
- 639-600: D-
- 599-0: F

## Attendance

Attendance and class participation are critical. We work as a group to develop speaking and listening skills. You will learn a great deal by watching and hearing your classmates. It is not enough to simply show up. You will be expected to be a regular participant in all we do. If you sit silently, or speak only when called on by the instructor, you will not get the grade you deserve.

If there is an unexcused absence on the scheduled day of your presentation, you will receive an F for your presentation. If you are absent on a day when fellow students are delivering speeches, your most recent grade will be marked down **one letter**. There will be no exceptions.

Repeated unexcused absences will greatly affect your final grade. If you are unable to make class, it is important to call or e-mail the instructor beforehand. If you have more than three absences during the semester, your grade will be reduced by a full letter, unless medical documentation proves the necessity of absence. This does not apply to student athletes or others who must miss class because of university business, but proper documentation must be provided.

### **Academic Dishonesty Policy**

Plagiarism is stealing. Period. It's no different than shoplifting or grabbing someone else's bicycle. Plagiarism in any form will be reported to the Dean of Students and the student will automatically receive a failing grade for the course. Producing forged or manufactured documents also will result in the same punishment.

### **Additional Classroom Policies:**

- Students are expected to be actively engaged in class discussions.
- No late assignments will be accepted.
- All written assignments must be typed, double-spaced and proofread.
- Turn off cell phones and other electronic devices. Laptops are welcome if you are using them to take notes. Refrain from emailing, updating Facebook, etc. If this rule is not obeyed, I will ban laptops from the classroom for the remainder of the semester.
- Students are reminded the syllabus may change over the course of the semester as events dictate.
- Please use the instructors email account and cell phone number for all class-related questions, to report absences, etc..

### **A note about finals**

If we work together and commit to the class, you will deliver your collaborative presentations on the last week of the semester, freeing you to concentrate on your other finals. If we fail to have all speeches delivered in the final week, we will be required to meet on the day set aside for a final exam, where the collaborative speeches will be delivered.

### **Week One**

- January 18
- Introduction; Review of syllabus; In-class exercises; informative vs. persuasive speeches
- Readings: Chapters 1-7, 23-28
- Provide Informative Speech outline

### **Week Two**

- January 25
- Audience analysis; Topic selection; Reference and research
- Readings: Chapters 6-10
- Introduction to Conversational Capacity.

### **Week Three**

- February 1
- Organizing and outlining; Introductions; Conclusions
- Readings: Chapters 11-16
- The Art of Delivery; PowerPoint
- Readings: Chapters 17-19

### **Week Four**

- February 8
- **SPEECH ONE: INFORMATIVE**
- Providing feedback using Conversational Capacity.

### **Week Five**

- February 15
- Exploring cultural artifacts; Principles of public speaking; In-class exercises—Cultural Artifacts

### **Week Six**

- February 22
- Coping with performance anxiety; Exploring great speeches

### **Week Seven**

- Finding the perfect word
- March 1

**MID-SEMESTER BREAK. NO CLASSES. March 8**

### **Week Eight**

- March 15
- **SPEECH TWO: PERSUASIVE**

### **Week Nine**

- March 22
- Providing feedback on speeches.
- Exploring textual analysis; Comparing speeches

### **Week Ten**

- March 29
- In-class exercises; Elevator pitch sessions

### **Week Eleven**

- April 5
- **SPEECH THREE: TEXTUAL ANALYSIS**

### **Week Twelve**

- April 12
- Conversational maintaining your cool during tough conversations.
- Role plays.

### **WRITTEN REPORT DUE NOV. 19**

### **Week Thirteen**

- April 19
- Business storytelling

April 26

### **Week Fourteen**

- May 3
- In-class exercises; TBD

### **Week Fifteen**

- May 10
- **SPEECH FOUR: GROUP PROJECT**

**About the materials:**

Lectures are based on the following textbooks:

“A Speaker’s Guidebook”

By Dan O’Hair, Rob Stewart and Hannah Rubenstein

Publisher: Bedford/St. Martin’s

“Think Public Speaking”

By Isa N. Engleberg and John A. Daly

Publisher: Pearson

“Speak Up”

By Douglas M. Fraleigh and Joseph S. Tuman

Publisher: Bedford/St. Martin’s

Conversational Capacity

By Craig Weber

Publisher: McGraw/Hill

**About the instructor:**

Beth Bratkovic has been an Organization Development and Training professional for over 25 years. She is the owner of KIS (keepin’ it simple) Consulting, which features facilitated leadership courses for all levels of management, key note speaking and organization development consulting focusing on Conversational Capacity and her book, “Leadership and Rock & Roll: Integrating Leadership into Every Area of Your Life, a book sharing a multitude of anecdotes, stories and action items to practice leadership. Beth has her Master’s degree from Loyola University from their COD (Center for Organization Development) program.

Beth is known for her energy and expedience when accomplishing work. She gets work done at the speed of business. Her clients have described her as having energy that is untouchable, task focused and a strong drive for excellence, but also possessing a unique ability to relate and work extremely well with a diverse group of people from many walks of life. She is inspiring and motivational, and will encourage people to step outside of their comfort zones and experience learning in a whole new way.

---

*Meeting Facilitation – Conversational Capacity - Change Management – Leadership Development - Talent Readiness - Process Improvement - TQM - Team Building and Development-Human Capital Strategy - On Line Learning Systems – Executive Coaching-Performance Management- Facilitation - Design and Execution of Core Values*

---

To view the KIS website: <http://www.keepinitsimpleconsulting.com>