

Loyola University Chicago
Business & Professional Speaking COMM 103 Section 204
Spring 2017

Tuesday & Thursday 10-11:15am

Corboy Law Center, Room 202

Instructor: Trish Biondo

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Office Hours: By appointment Tuesdays & Thursdays 9-10am or 11:15-11:45am

Course Description: This class examines the theory and practice of audience analysis, message design and oral presentation for professional speakers with an emphasis on communication in business settings.

Course Objective: The goal of this course is to help students prepare, research, organize, write and deliver speeches, polish presentation skills, understand audience analysis, control speech anxiety and increase confidence in public speaking.

You will demonstrate your understanding of the material & development of speech skills through your speeches:

Content: selecting a topic, researching, choosing proper material to support

Writing – imaginative, clear, engaging – trigger lead, dazzling details, power out

Organization – clear thesis, strong main points, logical order of points

Presentation – voice, pace, pronunciation, body language, eye contact, timing

Lectures will be based on the following textbooks:

“Business & Professional Communication – Keys for Workplace Excellence”

By Kelly Quintanilla & Shawn T. Wall

“A Pocket Guide to Public Speaking”

By Dan O’Hair, Rob Stewart and Hannah Rubenstein

Attendance: Show up, be professional and participate. Turn off cell phones and other electronic devices. Laptops are welcome if taking notes. If you’re not taking notes, laptops will be banned.

Unexcused absences will affect your final grade. 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 the absence.

If you have an unexcused absence on the scheduled day of your presentation, you will receive an F for your presentation. Students are expected to be present and be attentive to your fellow students’ speeches or your speech will be marked down one letter grade.

Grading:

Grades will be based upon attendance, professionalism, participation, periodic written assignments and discussion, understanding of material covered in lectures, speeches (content, writing, organization, presentation) and personal development. A typewritten copy of the speech, outline and bibliography are due the date of the speech.

Attendance and Participation: 200 points

(Attendance swap: School of Communication Career Week: Jan 24, Jan 25, Jan 26, Jan 31 – Attend one of these workshops, write a brief report and speak to the class about it.)

Introduction Speech: 10 points

Impromptu Speech: 10 points each

Business Leader Inspirational Speech: 100 points

Text Analysis Speech/Speaker Evaluation: 150 points

PR & Social Media Speech: 100 points

Informative/Group/Visual Aid Presentation: 200 points

Civic Issues Speech: 200 points

Reflection: 30 points

Final Grade Scale:

1000-940: A

939-900: A-

899-880: B+

879-830: B

829-800: B-

799-730: C+

729-700: C

699-680: D+

679-630: D

629-600: D-

599-0: F

Academic Integrity Policy:

A complete description of the Academic Integrity Policy can be found at:

http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml

Academic Integrity

[Standards and Regulations Home](#)

The basic commitment of a university is to search for and to communicate the truth as it is honestly perceived. The university could not accomplish its purpose in the absence of this demanding standard. To the extent that this standard is respected, a genuine learning community can exist. Students of this university are called upon to know, to respect, and to practice this standard of personal honesty.

Plagiarism is a serious form of violation of this standard. Plagiarism is the appropriation for gain of ideas, language, or work of another without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the deliberate taking and use of specific words and ideas of others without proper acknowledgement of the sources.

The faculty and administration of Loyola University Chicago wish to make it clear that the following acts are regarded as serious violations of personal honesty and the academic ideal that binds the university into a learning community:

Submitting as one's own:

1. Material copied from a published source: print, internet, CD-ROM, audio, video, etc.
2. Another person's unpublished work or examination material.
3. Allowing another or paying another to write or research a paper for one's own benefit.
4. Purchasing, acquiring, and using for course credit a pre-written paper.

The critical issue is to give proper recognition to other sources. To do so is both an act of personal, professional courtesy and of intellectual honesty.

Plagiarism on the part of a student in academic work or dishonest examination behavior will result minimally in the instructor assigning the grade of "F" for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved. The chairperson may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending upon the seriousness of the misconduct.

Academic cheating is another serious act that violates academic integrity. Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher; providing information to or obtaining information from another student during the examination; attempting to change answers after the examination has been submitted; and falsifying medical or other documents to petition for excused absences all are violations of the integrity and honesty standards of the examination process.

In the case of multiple instances of academic dishonesty across departments, the academic dean of the student's college may convene a hearing board. Students retain the right to appeal the decision of the hearing board to the academic dean of the college in which they are registered. The decision of the dean is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean.

Schedule (subject to change)

Tu	1/17	Syllabus/Introductions/Business & Professional Excellence in the Workplace
Th	1/19	Impromptu, Anxiety, Audience/Speech design/Organize/Outline
Tu	1/24	Delivery (13) Presidential Speeches
Th	1/26	Inspirational Speech – Business leader inspires you and why
Tu	1/31	Inform & Persuade
Th	2/2	Listening is a skill
Tu	2/7	Text Analysis Speech
Th	2/9	Text Analysis Speech
Tu	2/14	Diverse Workplace
Th	2/16	Verbal & Nonverbal communication
Tu	2/21	Business & Professional Writing
Th	2/23	Technology in the workplace
Tu	2/28	PR & Social Media Speech
Th	3/2	PR & Social Media Speech
Tu	3/7	Break
Th	3/9	Break
Tu	3/14	Group presentation lecture/Assign groups/topics
Th	3/16	Strengthening Teams & Conducting Meetings
Tu	3/21	Group dress Rehearsal
Th	3/23	Advertising/Fundraising
Tu	3/28	Group Presentations
Th	3/30	Group presentations
Tu	4/4	Interpersonal communication at work
Th	4/6	Work-Life Balance
Tu	4/11	Resumes, interview, negotiation, Image
Th	4/13	Leadership and conflict management
Tu	4/18	Civic Issue Speech
Th	4/20	Civic Issue Speech
Tu	4/25	Interviewing skills
Th	5/2	Reflection Written Report by 3PM