

Syllabus for
LCOM 446 Business & Professional Speech
3.0 Credits
Online Learning

Course Overview

This course covers the most common communications necessary for the contemporary professional including presentations, meetings, performance appraisals, and employment interviews. The main content focuses on communicating in the boardroom, staff meeting, or consultation arena. Students will also develop numerous self-marketing tools such as resumes, cover letters, an elevator speech, a video resume and a Linked-In profile.

Student Learning Outcomes

Upon successful completion of this course, the student should be able to do the following:

- (1) Demonstrate communication competencies expected for professionals fields of communications and business.
- (2) Facilitate and participate effectively in formal and informal meetings.
- (3) Prepare and manage agendas according to the Bell Curve Agenda Strategy and facilitate effective meetings.
- (4) Prepare for and effectively conduct a selection interview.
- (5) Demonstrate effective employment interviewing skills.
- (6) Prepare for and conduct a challenging performance appraisal with confidence.
- (7) Write strong resumes and corresponding letters.
- (8) Leverage career opportunities through social media strategies including Linked In and video resumes.

Course Projects & Grading Procedures

Assignment	Percent
Elevator Speech - The student will upload a two to three minute elevator speech on You Tube and link it to their Linked In Profile page.	10%
Performance Appraisal - The student will learn how to research, collect documentation, and conduct a challenging performance appraisal.	10%
Meeting Facilitation - The student will plan a meeting, write an agenda, facilitate a meeting, and distribute written minutes following the meeting.	10%
Employment Interview - The student will learn how to effectively research a prospective industry, submit resumes and cover letters to potential employers, and demonstrate the necessary competencies required in a mock employment interview.	10%

Selection Interview - The student will learn how to effectively prepare for and conduct a professional selection interview.	10%
Linked In Profile Page - The student will develop a page on Linked In, a professional social networking site used to help candidates network and find jobs.	10%
Final - The student will take a multiple choice final exam on the seventh week of the course on D2L.	10%
D2L Discussions - The student will participate in weekly discussions on D2L. Students will earn 10 points for participation in each weekly discussion: 6 points for thie original response due on Thursdays of each week by 11:59 p.m. and 4 points and 2 points each for the 2 required replies you make to your classmates' original posts (due on Sundays). Discussion boards will close on Sundays at 11:59 p.m. each week. Once the discussion board closes, students will not receive the appropriate points for any missing components of that week's D2L discussion.	10%
Weekly Assessments - Each week the student will complete one form of assesment to determine their mastery of the week's content. It may in the form of a report, write-up or a weekly quiz on D2L.	20%
TOTAL	100%

- A. A grade will be given on the basis of the accuracy and quality of each assignment. The following scale will be used for the course grade:

90%-100% = A

80%-89% = B

70%-79% = C

60%-69% = D

Below 60% = F

University Policies and Procedures

1. By law, students are entitled to privacy regarding their records. The Family Educational Rights and Privacy Act of 1974 (FERPA), as amended and available in the [ORU Catalog](#), sets forth requirements designed to protect the privacy of student education records. The law governs access to records maintained by educational institutions and the release of information from those records.
2. Students are to be in compliance with University, school, and departmental policies regarding ePortfolio requirements. Students should consult the ePortfolio handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting anePortfolio artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

Department Policies and Procedures

1. Completion of a Course

- a. All assignments are due on the dates established in the course calendar, which is published in the syllabus or assigned in class. Any assignments turned in after the scheduled due date will be penalized five percent (5%) of the original value per day including weekends, breaks, and holidays.
- b. No work is accepted after the final date of regular classes.

2. Incompletes

- a. An incomplete is given only after the student establishes with the instructor and the department chair by written petition that his or her work is incomplete for good cause (i.e., lengthy illness, death in the family). Incompletes are rarely granted. Only those absences that are incurred within the time period of the extenuating circumstances prompting an incomplete will be excused. The student is still accountable for any other absences and will be penalized for them according to the attendance policy.

3. Examinations and Other Assignments

- a. Early examinations are not allowed.
- b. Late examinations are administered only when extenuating circumstances are present (such as a death in the family the week before exams, sudden and major illness the week of exams that is documented by a physician). In fairness to all students, some persons should not have more time to prepare for an examination than others. The granting of a late examination request is rare.
- c. A Petition for Late Examination without penalty must be signed by the professor and the chair. Proper documentation must accompany the petition and must be submitted to the Undergraduate Theology Department. The student must schedule the makeup exam with the professor of the course. The exam must be taken no later than five (5) calendar days after the approval of the petition. Grade penalties may be applied as indicated by the Academic Affairs Committee.
- d. Literacy—The Communication, Arts, and Media Department does not accept for credit any written assignment that contains more than an average of three grammatical and/or typographical errors per page.
- e. Whole Person Assessment—Refer to the Communication, Arts, and Media WPA handbook for policies at (<http://oru.edu>), click on Academics, then WPA, then Department Resources, then CAM Handbook HTML.

Plagiarism

What is Plagiarism?

There are two types of plagiarism. "Unintentional" plagiarism occurs when a student is not trying to cheat or plagiarize but fails to properly cite summarized, quoted, or paraphrased sources. "Intentional" plagiarism is the act of purposefully misrepresenting someone else's work or ideas and using it as one's own, and according to the Purdue Online Writing Lab, "intentional" plagiarism includes "buying, stealing, or borrowing a paper; hiring someone to write your paper for you; and copying large sections of text from a source without quotation or proper citation."

What is ORU's Policy?

The ORU catalog explicitly addresses the issue of plagiarism.

"ORU students are committed to developing their minds by doing their own academic work. They do not engage in plagiarism, whether accidental or intentional. Plagiarism is the inappropriate use of others' ideas or

information, such as using sources without citations or direct quotes without quotation marks. Even paraphrasing or summarizing without giving credit to the original author is considered plagiarism" (page 14, 2011-2012 [University Catalog](#)).

"Written assignments using sources must demonstrate ethical and accurate use of source material. Plagiarism and any unethical or inappropriate use of sources are not tolerated" (page 34, 2010-2011 University Catalog).

University Syllabi Plagiarism Statement

"Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: 'I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments.' Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:

1. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
2. Failing to meet group assignment or project requirements while claiming to have done so;
3. Failing to cite sources used in a paper;
4. Creating results for experiments, observations, interviews, or projects that were not done;
5. Receiving or giving unauthorized help on assignments.

By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines. "Links to web sites or resources that can help students avoid plagiarizing.

Learning Community Overview

Online learnings community is established through active participation in the threaded weekly discussions. The mutual exchange of ideas, information, and experiences is an essential part of the learning process, and students are encouraged to use the discussion forum as virtual classroom platform.

Netiquette & Discussion Expectations

Online etiquette (netiquette) expectations include the following: (1) Be polite in your answers. Always address each other by name and sign your own name. Always be kind, even when you disagree. Do NOT type in all caps or use exclamation points!!!! (2) Do not use one-word answers or say "I agree" when responding. Always give meaningful responses. (3) Be professional. Proofread for correct spelling and grammar when posting answers. Write in full sentences. (4) Answer questions and complete assignments on-time. Remember that your classmates are dependent on your timely response(s).

ADA and Students with Disabilities

[Click here \(http://www.brightspace.com/about/accessibility/\)](http://www.brightspace.com/about/accessibility/) to view Desire2Learn's "Accessibility Resources for Students with Disabilities."

Students requiring Disability Services from ORU, please [click here \(http://www.oru.edu/current_students/my_services/student_resources/disability.php\)](http://www.oru.edu/current_students/my_services/student_resources/disability.php).

Useful Links

- [Student Learning Glossary](#)
- [ORU Policies](#)
- Library: <http://library.oru.edu>.
- D2L Helpdesk: d2lhelp@oru.edu
- I.T. Student Helpdesk: studenthelpdesk@oru.edu
- Contact the University: please fill out [this online form](#).

Course Inventory for ORU's Student Learning Outcomes

LCOM 446—Business & Professional Speech

Online Learning

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
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1	Outcome #1 – Spiritually Alive Proficiencies/Capacities				
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit			X	
1C	Evangelistic capability		X		
1D	Ethical behavior	X			

2	Outcome #2 – Intellectually Alert Proficiencies/Capacities				
2A	Critical thinking	X			
2B	Information literacy	X			
2C	Global & historical perspectives			X	
2D	Aesthetic appreciation		X		
2E	Intellectual creativity	X			

3	Outcome #3 – Physically Disciplined Proficiencies/Capacities				
3A	Healthy lifestyle			X	

3B	Physically disciplined lifestyle				X
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4	Outcome #4 – Socially Adept Proficiencies/Capacities				
4A	Communication skills	X			
4B	Interpersonal skills	X			
4C	Appreciation of cultural & linguistic differences			X	
4D	Responsible citizenship		X		
4E	Leadership capacity		X		