

Business and Professional Speaking

COMM 103 Section ???

- Fall 2017
- Mondays, 7-9:30
- Instructor: Beth Bratkovic
- Email: Bratkovic@att.net
- Telephone: 312.671.2384
- Office Hours: Monday 6:00 – 6:50PM (near classroom)

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.
- Using proper presentation methods to deliver a speech to an audience.

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

- Providing feedback to others.
- Expressing your opinions about a speech topic.
- Being curious as to other's perspectives.
- Doing both in a constructive, supportive manner.

As a business communicator you will:

- Gain a clear set of skills for ensuring any conversation is productive.
- Maintain the ability to be candid and curious even when the conversations are tough.

The course will begin with basic speeches, 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 criteria for the speech. Since a great deal of business activity is collaborative, you will also work as teams on the final presentation.

Book(s):

- Required: A Speakers Guidebook, fifth edition by Dan O’Hair, Rob Stewart, Hannah Rubenstein
- Recommended: Conversational Capacity b Craig Weber

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
- Ceremonial Speech: 150 points
- Collaborative Speech (persuasive): 200 points
- Speaker Evaluation Written Report: 100 points
- Class exercises: 100 points
- Attendance and participation: 200 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. Unless instructed to use during classroom activities.
- 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

- August 28
- Introduction; Review of syllabus; In-class exercises; informative vs. persuasive speeches
- Readings: Chapters 1-7, 23-28

Week Two

- September 11
- Audience analysis; Topic selection; Reference and research
- Readings: Chapters 6-10
- Introduction to Conversational Capacity.
- Handout Informative Speech outline

Week Three

- September 18
- Organizing and outlining; Introductions; Conclusions
- Readings: Chapters 11-19
- The Art of Delivery; PowerPoint
- Informative Speech next week

Week Four

- September 25
- **SPEECH ONE: INFORMATIVE -#1**
- Providing feedback using Conversational Capacity
- Identifying what you wish to improve

Week Five

- October 2
- **SPEECH ONE: INFORMATIVE - #2**
- Exploring cultural artifacts; Principles of public speaking; **In-class exercises**—Cultural Artifacts prep and discussion
- Provide cultural artifacts speech outline

Mid Semester Break – October 9

Week Six

- October 16
- Coping with performance anxiety; Exploring great speeches
- Provide “coping with performance anxiety” worksheet
- Conversational Capacity

Week Seven

- October 23
- Storytelling
- https://www.ted.com/playlists/226/before_public_speaking

Week Eight

- October 30
- **SPEECH TWO: CULTURAL ARTIFACT #1**

Week Nine

- November 6
- **Speech Two – CULTURAL ARTIFACT #2**
- Providing feedback on speeches.
- Provide “Ceremonial Speech” guidelines
- Conversational Capacity
- Provide “speaker evaluation” homework

Week Ten

- November 13
- Your personal brand
- In-class exercises; Elevator pitch sessions

Week Eleven

- November 20
- **SPEECH THREE: Ceremonial Speech #1**

Week Twelve

- November 27
- **SPEECH THREE: Ceremonial Speech #2**
- Conversational capacity - maintaining your cool during tough conversations
- Speaker Evaluation homework due

Week Thirteen

- December 4
- **Speech Four: Group Project - Collaboration**

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>