



Preparing people to lead extraordinary lives

COMM103 Business and Professional Speaking

Format: In-person, T/Th, Corboy Law Center, #525

Instructor: Delane Haro dharo@luc.edu

Student hours: I'm always happy to meet with you. If you have a quick question, feel free to speak with me before or after class. If you would like more time or privacy, please make an appointment, in-person, Zoom, FaceTime, etc.

Course description: If we desire to create meaningful partnerships, drive transformation, innovate, and ignite good in our industries and business endeavors, we know that we must be effective communicators. Great news – the communication and presenting skills that propel our professional growth can be **learned** through a lot of practice and feedback. The primary goal of this class will be to deepen our understanding of communication and actively develop the skills that empower us to make meaningful contributions. Whatever your life plan or career plans may be, this course should be helpful to you and have meaningful (maybe even immediate!) application.

Learning goals:

- Use communication as a means of 1.) tackling some of the world's biggest problems, 2.) driving change and good in our professions, and 3.) empowering others
- Manage **speaking anxiety** and increase our **confidence**
- Make the journey from nervous and scattered to confident and organized
- Create impactful **slides** and use **data** in compelling ways
- Learn the art and science of **storytelling** in business speaking
- Analyze our listeners/collaborators and create messages that are **inclusive** and that resonate
- Practice **listening** skills that make us highly valuable employees and collaborators
- **Write and structure** any presentation (formal or spontaneous) using tried-and-true formats
- Improve nonverbal delivery – gestures, facial expressions, eye contact, movement, voice
- Handle Q&A and respond to listener questions competently and confidently
- Give serious consideration to the **ethics** upon which our communication is created and delivered
- **Evaluate** our own and others' communication in order to continue evolving as communicators

Book/Resources: Please buy (in digital format or hardcover) the book ***How to Wash a Chicken*** by Tim Calkins. The digital version costs about \$8.00. Additionally, Delane will post **brief, practical readings/resources in Sakai in individual weekly modules** from a wide diversity of sources, such as *Fast Company*, *Harvard Business Review*, *Black Enterprise Magazine*, *Disrupt Magazine*, *Wall Street Journal*, *The Economist*, *Minority and Multicultural Business News*, and *Journal of Entrepreneurship*. **In class:** we will view and analyze speeches by business leaders, creators, entrepreneurs, SMEs, and social justice experts.

Supplies: You will need a **dedicated notebook** where you reflect, take notes, ideate, and do creative stuff. Please bring it to class every session.

Academic integrity: Students are expected to maintain the highest standards of academic integrity in all work for the course. Academic dishonesty can take several forms, including cheating, plagiarism, self-plagiarism, fabricating data, and submitting false documents. We will cover the university's policy in class, and you may find Loyola's specific standards here:

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

AI: Loyola discourages the use of AI, and instructors are encouraged to use Turnitin to grade written work. I would like to add – in our course we will explore how to use AI ethically in the workplace and discuss the ways future employers will expect us to use AI, related to communication.

Attendance: This is a communication course, and we need to be present to communicate. **After three absences**, you and I will need to discuss your attendance. Much of our learning happens while working with peers, during discussion, and by participating in a classroom community. These are learning experiences that are almost impossible to make up individually. Please take **responsibility** for the class session you missed by reaching out to a peer, looking at the course schedule, and checking Sakai first before emailing and asking me “what did I miss?”

Late work: You are encouraged to turn in all work on time. Assignments turned in past the due date will not receive full credit. Please note: it is important to be present on the day of a presentation. **All make-up speeches will take place in front of the class and will not receive full credit.** (Presenting to an audience of one after the due date gives late speeches an unfair advantage, and this goes against my teaching ethics. :) **It is my policy not to schedule private make-up speeches.**

Learning accommodations: I am happy to accommodate your learning needs! If you need additional learning assistance (extended time on exams, note-taking assistance, etc.) please provide documentation from the Student Accessibility Center, and we'll work together to ensure your learning needs are met.

Classroom community: Presenting makes almost everyone feel vulnerable. We need a safe, supportive, judgment-free space. Thanks for joining me in creating this kind of space! I expect everyone to treat all the cool humans we have in our class with kindness and openness. Additionally, we will be respectful of the many identities that are represented in our classroom. These values are reflected in the design and materials for this course. Also, please avoid things like whispering, eye rolling, or distracting facial expressions when others are presenting.

Reaching out: I am always happy to connect you with campus resources if you are struggling with health concerns, mental illness, housing issues, or financial difficulties. Please do not hesitate to reach out to me – or reach out directly to the Office of the Dean of Students by submitting a CARE referral (luc.edu/csaa). Also, the Wellness Center at Loyola (6439 N Sheridan Rd, suite 311) is a great resource – for health and mental health. Check out all that the wellness center has to offer here:

<https://www.luc.edu/wellness/>

What are class sessions like? Lecture-discussions (presented by both the instructor and your peers) are based on readings and resources, so please come to class prepared. Please know that the presentation portion of the class is designed so that we start with “baby steps” (like saying our names from our seats) and progress to telling stories, presenting data, pitching, and handling audience questions. The class has a flow and design that should help you gradually take on more challenging communication, feel more comfortable, and become more competent. Additionally, please note: I will move students around throughout the semester, so please don't get too attached to any particular seating arrangement. This is a “doing” class, and we will be up and moving around. Also, your instructor sees a lot of value in recall and reflection exercises – and you may find that many will count toward your participation grade. Finally, I like our learning to be relevant, current, connected to our business interests, and when possible, fun.

Loyola Land Acknowledgement: *The Loyola community occupies the ancestral homelands of the people of the Council of Three Fires, an alliance which formed based on the shared language, similar culture, and common historical background of its three historical members: the Odawa, Potawatomi, and Ojibwe nations. The land that Loyola occupies, which includes the shore and waters of Lake Michigan, was also a site of trade, travel, gathering and healing for more than a dozen other Native tribes, including the Menominee, Michigamea, Miami, Kickapoo, Peoria and Ho-Chunk nations.*

Course requirements & evaluation:

Presentations:

State my name from my seat	3 points
“Tell me about yourself” (interview/networking)	8 points
Group presentation – book chapter/article	10 points
Persuasive storytelling w/ slides & data	15 points
Informative presenting on Zoom (market/industry analysis)	10 points
Selling/elevator pitching	12 points
Spontaneous speaking using structures	7 points

65 points total

In-class participation activities

15 points total

4 quizzes @ 5 pts each

20 points

Total:

100 points

Course grading scale (100 points)

A = 94-100 (reserved for truly excellent work)
A- = 90-93
B+ = 87-89
B = 84-86
B- = 80-83
C+ = 77-79
C = 74-76
C- = 70-73

Quizzes: There are 4 total quizzes in this course to be completed in Sakai. They are not comprehensive. Instead, you will be given 20 minutes to complete 3-6 questions for each unit we cover in class, including chapter readings and additional resources. **Quizzes are due in Sakai at 11:59 p.m. the day after we meet for the second time** (for this class, that will be Friday night). Quizzes will consist primarily of multiple-choice and true-false items with some short answer questions.

A detailed course schedule will be provided during the first week of class.

Reach out if I can support or help you in any way.