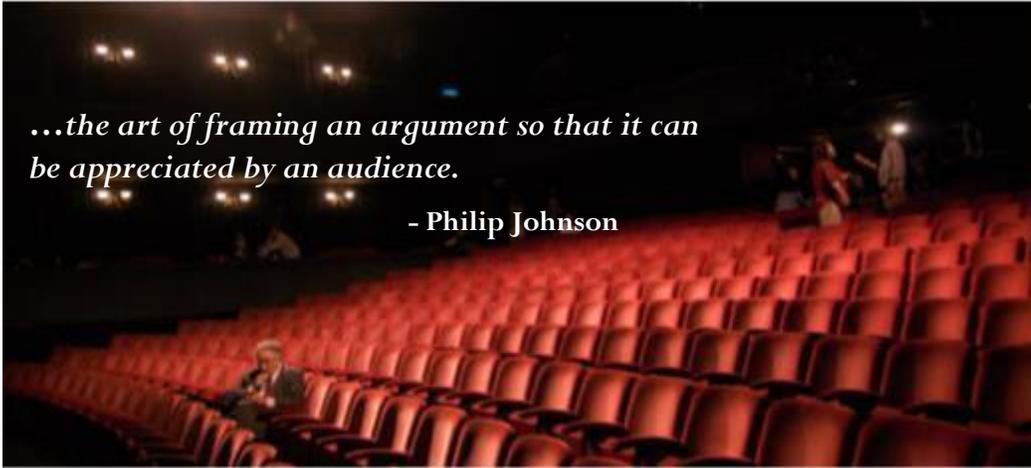


# Business 301: Oral Communication for the Business Professional

SPRING 2018 Syllabus



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**COURSE DESCRIPTION:** Gain a broad and comprehensive understanding of the importance of oral communication and presentation skills within the field of business. Develop and apply communication and presentation skills through a variety of individual Portfolios applicable to business, including global situations. Prereq: 325 or con reg.

### SBE MISSION:

The School of Business & Economics educates and inspires students and prepares graduates for success in positions of leadership and responsibility. Our students achieve an understanding of regional opportunities that exist within the global economy.

Evidence of our graduates' level of preparation is evident in their ability to

- analyze and solve business and economics problems
- understand opportunities and consequences associated with globalization
- appreciate the importance of professional and ethical behavior
- communicate effectively

### COURSE OUTCOMES:

- 1) Connect with business professionals and others by analyzing and responding to the audience, purpose, and context of communication situations (Portfolio 1)
- 2) Design and deliver persuasive verbal presentations based on an analysis of the communication situation (Portfolio 2)
- 3) Collaborate with diverse colleagues to solve business problems (Portfolio 3)
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- 4) Demonstrate mastery of the business communication skills of
  - Listening actively and attentively
  - Requesting clarification/feedback
  - Employing effective questioning
  - Embracing constructive criticism
  - Preparation and completion of homework (Presentation 1,2,3,4)
- 5) Demonstrate an engaging, professional, and situationally-aware speaking style and anxiety management. (Presentation 1,2,3,4)

### COURSE MATERIALS:

*Strategic Communication in Business and the Professions*, 7th Edition.  
Dan O'Hair, Gustav W. Friedrich, and Lynda Dee Dixon. Allyn & Bacon, 2011

*Handbook for Early Career Success*.  
Steven Lurie.  
Dog Ear Publishing, 2009

[D2L course management system](#) content.

**Schedule**  
**MW 2:00-3:15**  
**CCC 308**

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# Strategies for Academic Success



**1. Stay engaged.** If possible, contact me prior to missing class. In-class engagement (not just attendance) is pivotal to Portfolio contracts. Chatting, texting, conversing, or completing unrelated schoolwork during class is rude and distracting. These behaviors are insulting in business, and they affirm the negative stereotypes much of the business world holds about college graduates. **Your final grade will be reduced 1% point for each time you use technology to do a task unrelated to the day's focus or discussion.**

**2. Check D2L and your UW-SP email account regularly.** Check content each week for updated materials. Emails with a specific and current subject line and your section number will likely get faster responses. If you have trouble with either account, call the [Help Desk](#) at 346-4357 or 1-877-832-8977.

**3. Be on time.** If you must arrive late or leave early, let me know in advance to minimize disruption. Habitual unexplained tardiness affects your grade. If you're late approach me at the end of class to make sure I marked you present.

**4. Honor contracts.** You agree to meet specific expectations for each contract. Like in the business world, breach of contract will require restitution. You'll need to meet with me and propose your plan to meet your contract commitments; if you don't propose a plan, your grade will be penalized for neglecting commitments. If you have questions, concerns about contract expectations or want to adjust, discuss them 24 hours before the deadline.

**5. Talk to me.** If you feel the course is too challenging or not challenging enough, let's collaborate to customize the curriculum for you. For further assistance, the [Mary K. Croft Tutoring-Learning Center](#) in LRC 018 offers academic support services such as writing and reading consultation, technology tutoring, and academic skills such as time management.

**6. Request accommodations.** If you know or suspect that you have a recognized disability, make an appointment with the [Disability Services Office](#) (346-3365) right away to find out if you are eligible for accommodations. Bring me the paperwork as soon as possible. Although course standards cannot be lowered, appropriate accommodations may be available to you under certain circumstances.

**7. Do your own work.** The minimum penalty for academic misconduct is an **F** on the assignment. You are responsible for understanding academic misconduct (i.e. "I didn't know" will not be a valid excuse). For more information, see the UWSP "Student Academic Standards and Disciplinary Procedures" section of Chapter 14 in [UW-Stevens Point's Rights and Responsibilities document](#).

**8. Honor deadlines.** Assignments are due at the beginning of each class in the D2L dropbox. Unless we agree on a deadline extension initiated by you at least 24 hours in advance, late assignments will be reduced by 5% for each day they are late. "Day" here refers to a 24-hour time-period after the deadline. For example, if you earned a 76% on a portfolio, but that portfolio was submitted 48 hours late, you'll be reduced by 10%, and your final grade will be 66%.

If you miss requesting an extension, submit what you can on time to D2L. Explain deficiencies and propose resolving them in your Portfolio.

Scheduled in-class presentations cannot be postponed but can be substituted with video if you ask 24 hours in advance and arrange taping on your own.

100-93%	A
90-92%	A-
89-88%	B+
87-83%	B
82-80%	B-
79-78 %	C+
77-73%	C
72-70%	C-
69-68%	D+
67-63%	D
63% <	F

## COURSE POLICIES

**Attendance.** Just like in many workplaces, there are no excused absences in this course. This includes illness, accidents, religious observations, courtroom appearances, childcare emergencies, and university sporting events. However, because of unforeseeable circumstances, you can miss up to five 75-minute class sessions. These are your “sick days.” If you miss any meetings beyond five sick days, your final grade will be reduced by 5% for each day missed. For example, if you earn an 81% (B-) in the course but have missed six classes your final grade will be a 76% (C). If you earned a 95% in the course but missed eight times, your final grade is 80% (B-).

**Tardiness.** Punctuality shows respect. If you are more than 20 minutes late, you are absent. If you are late but arrive within 20 minutes of the beginning of class you will be marked tardy, which will affect your participation grade. If you’re ever tardy, approach me at the end of class to tell me because I most likely didn’t note your arrival. Three tardies equals one absence.

**Handouts/Resources.** To conserve paper, I will rarely print handouts. They are posted on D2L. You can and should bring laptops/tablets to class to access D2L handouts if you don’t want to print them on your own. Laptops must remain closed and tablets turned off when not accessing online documents. Each time you use your laptop without permission in the class, your final grade will be reduced by 1%.

**Smartphones/Texting.** In business communication, engagement means undivided attention. Using smartphones without permission during class will reduce your final grade by 1% each occurrence. I can't prevent the use of smartphones during the 5 or 10 minutes before class because that is your time. I have a simple request, though: don't use them at that time. This class is a community. Talk to each other. Talk to me. I want to get to know you. Besides, this class is an oral communication course, so orally communicate!

**Technology Problems.** Sometime this semester you will have computer problems. Most likely, you'll be unable to submit an assignment or you'll be unable to locate an assignment on D2L. *When* this happens, tell me ASAP. Then email me the assignment before the deadline. The only two ways you can submit a document (unless I request a hardcopy) is either via D2L or email in the case of technology problems. That way I will be able to locate all submissions. If you’re worried about using our course technology, schedule an appointment with the tutoring center or visit me during office hours.

**Plagiarism.** Don’t steal words or ideas. Use appropriate conventions for referencing words and ideas that are not yours (MLA, APA, Chicago/Turabian). Representation of the thoughts or words of someone else as your own is *plagiarism*. UWSP (and all of academia) abhors it. Plagiarism may result in failure, suspension, or expulsion. I will comply with university policy and report purposeful plagiarism without exceptions. If you are struggling with citation, see me or the campus writing center. We can discuss the problem and help you overcome it.

## Outcomes Assessment

We will determine BUS 301 grades through portfolio-based professional development contracts. You choose the professional development standards for each portfolio and, to a certain extent, determine how you want to achieve them. You will produce a portfolio proving your progress and reflecting the standard (A, B, or C) you chose. Each Portfolio has its own D2L folder. Each folder includes activities, requirements, and resources.

Forty percent of your grade is largely controlled by you based on the portfolio standards you choose. I evaluate the other 60% (participation and professionalism; final presentation) based on criteria I’ll explain in class and apply with rubrics. Your grade is calculated using a 4-point scale (like your GPA).

## Portfolio Structure

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### Learning Goals

You will set SMART (specific, measurable, attainable, relevant, time-oriented) goals for each portfolio that connect to course outcomes and support your career goals.

### Grade Distribution

Portfolio 1: 10%	Presentation 1: 5%	Professionalism 15%
Portfolio 2: 15%	Presentation 2: 10%	
Portfolio 3: 15%	Presentation 3: 20%	
	Presentation 4: 10%	

### Portfolio Standard

You choose the standard for each portfolio (A, B, C). Each standard consists of a set of expectations outlined in portfolio guidelines.

## Essential Elements

To earn at least a C, all Portfolios require students to

- 1) sign a contract
- 2) engage and participate during class
- 3) complete essential readings
- 4) conduct self-assessments
- 5) design learning activities
- 6) deliver a presentation/workshop
- 7) produce a portfolio

## Portfolio Summaries

A more detailed list of assignments which includes suggested deadlines is available in the [Spring '18 Course Calendars](#)

### Portfolio 1: Connecting with Others

This Portfolio develops interpersonal skills for connecting with prospective employees such as active listening, effective questioning, professionalism, and audience-centeredness. It assesses your ability to *connect with business professionals and others by analyzing and responding to the audience, purpose, and context of communication situations.*

See [Portfolio 1 Guidelines](#) for details

### Portfolio 2: Promoting Yourself

This Portfolio develops persuasive presenting skills like audience analysis, inquiry, storytelling, and evidence-based persuasion. It covers job interviews but also addresses selling yourself and your ideas internally (once you land a job). This portfolio assesses your ability to *design and deliver persuasive verbal presentations based on an analysis of the communication situation.*

See [Portfolio 2 Guidelines](#) for details

### Portfolio 3: Collaborating to Solve Problems

This Portfolio develops team-oriented communication skills such as leadership, conflict management, and leveraging diversity. It fuses the interpersonal skills of connecting with others with the persuasion skills of promoting yourself. The portfolio assesses how well you meet outcome 3: *Collaborate with diverse colleagues to solve business problems (Portfolio 3)*

### Final Presentation

Your final speech combines all the skills we've practiced in presentations over the semester. You'll be delivering a **narrative** speech intended to either inform or persuade your audience about a business communication topic of your choice. This could be any of the topics we discussed throughout the semester or other topics you've found in our course textbooks. The key of the speech is that it incorporates the skills of storytelling.

## SBE Event Attendance

The School of Business & Economics offers a career-development series of speakers, discussions, workshops and field trips called SBE Events. Taking advantage of these learning opportunities outside the classroom helps you make the most of your time as a student and prepares you for a successful career.

For this course, **you must attend at least two official SBE Events** of your choice. Those requirements are built into the course grade under participation.

Event 1	Incorporated into Portfolio 1 or 2	Due TBA
Event 2	Incorporated into Portfolio 3 or 4	Due TBA

If you're worried you may not have enough time to attend events associated with Portfolio 3 or Portfolio 4, you may attend two events before **TBA**. Your second event will carry into the second-half of the semester, and you'll get points for it. You can also attend extra events as part of the **custom components** of Portfolios. Opportunities will be mentioned in the Portfolio contracts.

Watch your e-mail for the weekly SBE Update newsletter that contains announcements about specific dates for upcoming SBE Events. You can also visit the SBE Events web site (<http://business.uwsp.edu/events>) for announcements of upcoming SBE Events and follow them on Facebook ([UWSP School of Business & Economics](#)) or Twitter ([@UWSPBusiness](#)).