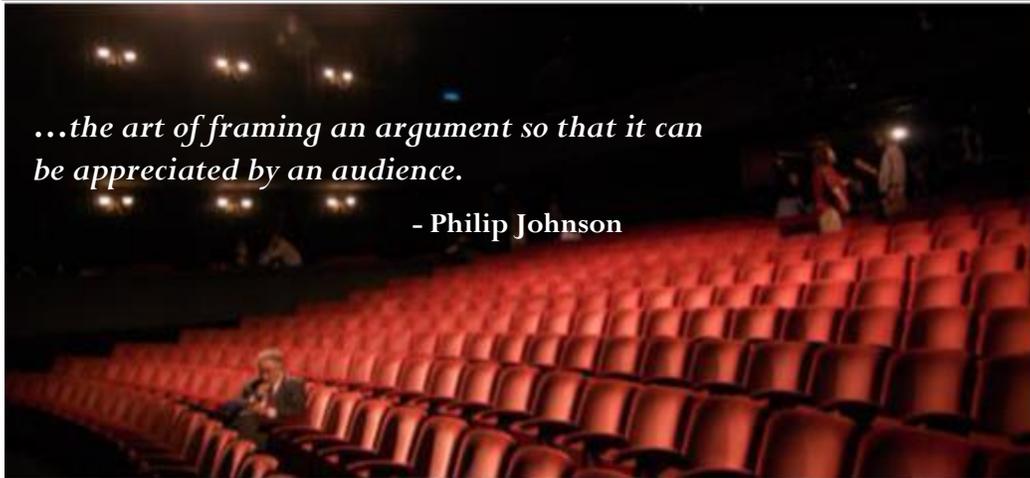


Business 301: Oral Communication for the Business Professional

Spring 2019 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 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:

By the end of this class, you will be able to

- 1) Take risks in business presentations relative to your experiences and goals
- 2) Demonstrate agility by adapting to audience, purpose, and context in each communication situation
- 3) Employ interpersonal communication strategies to build connections with business professionals
- 4) Apply concepts of effective interpersonal communication in specific business and personal situations
- 5) Express your value to decision makers and organizations to influence business decisions
- 6) Explain how storytelling is foundational to powerful business communication

COURSE MATERIALS:

HBR Guide to Persuasive Presentations
Readings Printed from Canvas
Business 301 Canvas Page
Laptop/Tablet



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Course Policies

Attendance. Attendance is taken each class. There are two types of absences:

1) Excused Absences

You can miss class with no penalty for

- A university-sanctioned athletic event with documentation
- An Illness with documentation from Dean of Student's office
- A military or government commitment with documentation
- A religious event with pre-approval at least 14 days before event

2) Free Absences

Along with the above excused absences, you have **Four Free Absences**. You can miss four class meetings without an above-mentioned excuse, and the absence *itself* won't affect your grade. When you've used all free absences, you'll begin losing points in your professionalism grade ("Professionalism Points"). For each free absence after four, you will lose one Professionalism Point.

Tardiness

Punctuality shows respect. If you are more than 20 minutes late, I'll consider that absent. If you are late but arrive within 20 minutes of the beginning of class, I'll consider that tardy, which may affect your professionalism 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.

Late Assignments.

Late Assignment Grace Period. You'll use Canvas in this course, and many of you will be using it for the first time, so you may be unsure of how to submit assignments. Therefore, I will waive my late policy for the first three weeks of class. In other words, late assignments will be accepted from January 21 to February 10 at 11:59pm. I will start enforcing the policy on February 11 at 12:00am.

Unless we agree on an extension initiated by you at least 24 hours before deadline, late penalties are as follows:

- Submitted up to 24 hours after deadline = assignment grade lowered 5%
- Submitted 24-48 hours after deadline = assignment grade lowered 10%
- Submitted 48-72 hours after deadline = assignment grade lowered 15%
- Submitted 72-96 hours after deadline = assignment grade lowered 20%
- Submitted 96+ (5 days) hours after deadline = F (55%) on assignment

If you miss requesting an extension, submit what you can on time to the Canvas.

Customization. If this course is too challenging or not challenging enough, let's collaborate and customize the curriculum for you. I often adjust assignments and expectations to make the material more relevant for individual students. I'm here to help you make the best of this course. 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.

Professionalism. In the marketplace since 2008, character has become valued above skills, knowledge, or experience. In business, people watch you to judge whether you're an asset or liability. Indications that you're a liability are "Red Flags." Employers won't want to hire you, and people won't want work with you if you provoke too many Red Flags. That's why you begin this course with 20 Professionalism Points. Each of you has an A in this area at the beginning of class. You may lose one Professionalism Point for **each instance** of the following Red Flags (not an exhaustive list):

- Improperly using technology (texting, Facebook)
- Completing unrelated work in class
- Using offensive language arbitrarily
- Expressing hostility (eye rolling, sarcasm, mockery, pandering, condescending)
- Ridiculing classmates or my colleagues
- Responding defensively to constructive criticism

Note, you'll be downgraded even if you appear to be doing these things. As one of our business context said, "Perception is reality," so if you're concerned I'll misinterpret your behavior in class, talk to me about it before you do it.

Smartphones/Texting. In the marketplace, engagement means undivided attention. Improper use of technology in the class may affect your professionalism grade. 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. You'll use Canvas for this course this semester, so I'm certain you'll have technical difficulties during the adjustment period. *When* you do have difficulties, 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 Canvas or email in the case of technology problems. That way I will be able to locate all submissions, and you won't receive a zero for completed work. If you're worried about using our course technology, schedule an appointment with the tutoring center or visit me during office hours.

Accommodation. 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.

Plagiarism. Don't steal. 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. If you are struggling with citation, see me or the campus writing center. We can discuss the problem and help you overcome it. 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](#).

Grading

Evaluating Soft Skills

Most SBE courses are knowledge-based. They teach what you must know as a business professional and require demonstration of knowledge through exams and assignments. They're valuable courses, and they make you industry experts. However, your competition for your dream job are also industry experts. They know what you do because they also have degrees, and some of your competitors know more than you. How can you compete with them? Research indicates that few of them have mastered **soft skills** companies need, and that's why this course is different. It rewards you for what you can *do* more than what you *know*. It build marketplace values such as passion

- Grit (Passion + Perseverance)
- Handling ambiguity
- Relationship building
- Problem solving
- Analysis
- Strategy
- Storytelling
- Emotional intelligence
- Personal branding
- Empathy
- Humility
- Agility
- Leadership
- Openness to diversity
- Inquiry/Intellectual Curiosity
- Self-awareness

Grade Distribution. There are four ways you'll earn credit: reading response, risk taking, professionalism, and presentations. Here are some more details:

Reading Response (15%)

If you read, comprehend, and apply the concepts from our texts this semester, you'll be a more valuable, trusted, and indispensable professional in the marketplace. For readings 10+ pages long, you'll earn credit from brief response paragraphs of 200-300 words. I will grade these responses on a [rubric](#) that rewards you for applying concepts to your day-to-day life.

Risk-Taking (25%)

Growth occurs in discomfort, so I want to challenge you to take risks outside of the classroom in professional environment. For this grade, you'll do out-of-class activities where you can apply what we've discussed in class. Because you'll be rewarded for taking risks relative to your personality, background, and experience, you'll get to choose the grade you pursue for all risk-taking projects.

Professionalism (20%)

This is a unique class because it is designed to change behavior. I'm not trying to change your personality. I just want you to be successful in the marketplace and represent UWSP well, so the behaviors I'm looking for are also the behaviors your employers desire. The good news here is that you already have an A in this area, but Red Flags mentioned in "Professionalism" section of the syllabus may reduce your grade one point for each occurrence. Additionally, this area will cover,

- Short Readings
- Professional Pointer Events (see page 5)

Presenting (40%)

Oral communication is the name of the game for this course, so a significant portion of your grade will come from how effectively you design and deliver business presentations in different contexts to influence decision makers. Your presentation grade will cover

- Informational Interview Briefing (5)
 - Informational Interview Proposal
- B2B Sales Presentation (15)
 - Audience Profile
- Collaborative Workshop (25 points)
- Freestyle Presentation (25 points)

GRADING KEY	
100-93% A	72-70% C-
92-90% A-	69-68% D+
89-88% B+	67-63% D
87-83% B	62-60% D-
82-80% B-	59-0% F
79-78% C+	
77-73% C	

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Professional Pointer (Pro Events) Event attendance

Several UWSP departments and programs, including the School of Business & Economics, sponsor Professional Pointer Events (or Pro Events).

For this course, you must attend two official Pro Events.

- One event must be before the mid-semester cut-off of Mar. 8
- A second event must be before the end-of-semester cut-off of May 10

If you go to extra events before the mid-semester cut-off, those credits will carry over into the second half of the semester.

Typically, when you attend an event, you will sign in with your Point Card and thereby receive your Events credit. Occasionally, there are events requiring that you take along an Events Attendance form and obtain a signature at the event; events requiring an Events Attendance form will be clearly labeled and the form will be available online.

Attendance at Pro Events will be confirmed with automatic emails to you and updated on the Pro Events web site. Please allow a week for confirmation of attendance at events held outside the SBE, such as Career Services events. If you have a question about Pro Events attendance, please email proevents@uwsp.edu.

If you have multiple courses or affiliations with Pro Events requirements, it is your responsibility to make sure you have attended enough events for each course/affiliation. If you have not attended enough events to cover all of your requirements, your attendance will be allocated to your courses in alpha-numeric order followed by any other affiliations.

After the mid-semester cut-off and the end of this semester's events, I will receive reports confirming your attendance. You do not need to do anything else.