School of Business & Economicsnomics
College of Professional Studiesidies
University of Wisconsin-Stevens Point

COURSE SYLLABUS

Bus. 740
Effective Communication for Business Leaders
Spring 2021, Session 1 Hybrid (sync and async)- Virtual Classroom

1. COURSE INFORMATION

1.1. *Instructor Information*

Instructor:	Dr. Reed Stratton
E-Office/Classroom:	https://uwsp.zoom.us/my/cps409?pwd=ejRzblphMjBjalJQSGR PR1RFbFFudz09 Password: Audience
Virtual Office Hours:	Mon. 12:00-1:45; Tue. 11:00-3:00; Wed. By appointment
Cell Phone:	507-304-0223
E-mail:	Reed.stratton@uwsp.edu
Expected Instructor Response Time:	24 hours if contacted Monday-Thursday 72 Hours if contacted Friday, Saturday, Sunday

1.2. *Textbook & Course Materials*

Required Text	*The 10 Laws of Trust* by Joel Peterson *The 10 Stories Great Leaders Tell* by Paul Smith *Data Story* by Nancy Duarte *Guide to Managerial Communication* 10th ed. by Munter & Hamilton
Recommended Texts	*Stop Talking, Start Influencing* by Jared Horvath *Radical Candor* by Kim Scott
Other Readings	Supplemental readings posted on Canvas
Other Required Materials	Computer, Tablet, or Smartphone Web Cam Microphone

1.3. *Course Technology*

Course Platform	Canvas
Course Delivery	Hybrid Virtual Classroom (Online Asynchronous & Synchronous)

2. LEARNING OUTCOMES

2.1. *SBE MBA Mission*

The UW-Stevens Point School of Business and Economics creates career ready graduates and leaders through applied learning. We serve the businesses, economy, and people of the greater Central Wisconsin region. We specialize in preparing students for success by providing professional development experiences, access to employers, and in-demand skills.

The SBE achieves its mission by valuing:
- Talent development
- Lifelong learning
- Career preparation
- On the job experiences
- Community outreach
- Regional partnerships
- Continuous improvement

2.2. *Accreditation Commitment*

SBE is accredited by the Association to Advance Collegiate Schools of Business (AACSB), a designation earned by only 5 percent of world business schools. Accreditation instills a culture of continuously improving our programs through connections with local business leaders, alumni and the community.

2.3. *Course Goals*

Mary Parker Follet said leadership is the "art of getting things done through people." That's the foundation of this course, but getting work done through people is messy. People are multifaceted, often irrational, emotional, fearful, and diverse. There are no rigid rules for getting work done through them. Together, we'll immerse in the gray areas. Unlike my undergraduate communication classes, which are prescriptive (do this… follow this rule) in this class we will, as one writing text says, "wallow in complexity." That means you'll operate as community of inquirers who question, debate, play devil's advocate, embrace ambiguity, share perspectives, and synthesize course content to originate your own communication philosophy for getting work done through your unique stakeholders.

2.4. *Course Learning Outcomes*

I will know that you've "wallowed in the complexity" of "getting things done through people" if, by the end of this class, you are able to

- synthesize and implement strategies for building trust among your stakeholders in interpersonal communication situations
- articulate concrete, unifying visions that inspire stakeholders to pursue common goals
- apply written communication strategy to craft a credible, audience-centered, and concise report for stakeholders down the hierarchy.
- deliver a data-supported presentation that persuades stakeholders up the hierarchy by "transform(ing) numbers into narratives" (Duarte, 2020, p. v).

3. COURSE POLICIES

3.1. *Attendance*

100% attendance is required. In the event you are unable to attend, please contact your instructor. Lectures are recorded and will be made available for playback upon email request.

3.2. *Late Work*

Assignments must be submitted to the Canvas drop box by the dates and times on the Canvas Calendar. Canvas will track late submissions, and automatically reduce late submissions in this way:

- Submitted up to 24 hours after deadline= 5% reduction in grade
- Submitted 24-48 hours after deadline= 10% reduction in grace
- Submitted 48-72 hours after deadline= 15% reduction in grade
- Submitted 72-96 hours after deadline= 20% reduction in grade
- Submitted 96 hours or more after deadline= automatic 55% (F)

I may grant extensions but only if asked **at least 24 hours before** the deadline.

3.3. *Missing Work*

An assignment submitted more than 96 hours after the due date, not submitted at all, or not submitted properly per my requests will be considered missing. I will rarely grant extensions, but I do encourage you to discuss the possibilities with me in extreme circumstances **at least 24 hours before** the deadline.

4. GRADING

4.1. *Point Distribution*

Challenges (projects) 30% - Challenge 1: Trust Building - Challenge 2: Story Telling	Assignments 30% - Vision Revision - Written report - Oral presentation - Strategic Analysis	Discussions 40% - Large Class - Small group - Async - Sync

4.2. *Grade Scale*

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

5. COURSEWORK

5.1 Schedule

Though this class is 100% online, delivery will be a combination of synchronous Zoom meetings and asynchronous weeks on your own. The rotation is as follows:

WK #	Date	Meeting Type	Location
1	1/26/21	Online Synchronous (OS)	Virtual Classroom-Password: Audience
2	2/2/21	Online Synchronous (OS)	Virtual Classroom-Password: Audience
3	2/9/21	Online Synchronous (OS)	Virtual Classroom-Password: Audience
4	2/16/21 to 2/22/21	Online Asynchronous (OA)	Bus 740 Canvas Page
5	2/23/21 to 3/1/21	Online Asynchronous (OA)	Bus 740 Canvas Page
6	3/2/21 to 3/8/21	Online Asynchronous (OA)	Bus 740 Canvas Page
7	3/9/21	Online Synchronous (OS)	Virtual Classroom-Password: Audience
8	3/16/21	Online Synchronous (OS)	Virtual Classroom-Password: Audience

6. OTHER ADMINISTRATIVE DETAILS

6.1 ADA/ Equal Access for Students with Disabilities

The American Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. For more information about UWSP's policies, see: https://www.uwsp.edu/datc/Pages/uw-legal-policy-info.aspx

UW-Stevens Point will modify academic program requirements as necessary to ensure that they do not discriminate against qualified applicants or students with disabilities. The modifications should not affect the substance of educational programs or compromise academic standards; nor should they intrude upon academic freedom. Examinations or other procedures used for evaluating students' academic achievements may be adapted. The results of such evaluation must demonstrate the student's achievement in the academic activity, rather than describe his/her disability.

If modifications are required due to a disability, please inform the instructor and contact the Disability and Assistive Technology Center to complete an Accommodations Request form. The Disability and Assistive Technology Center is located on the 6th Floor of Albertson Hall. For more information, call 715-346-3365 or visit: https://www.uwsp.edu/datc/Pages/default.aspx

6.2 Inclusivity/ Nondiscrimination Statement

No person shall be discriminated against because of race, ethnicity, color, age, religion, creed, gender, gender identity, sexuality, disability, nationality, culture, genetic information, socioeconomic status, marital status, veteran's status, or political belief or affiliation and equal opportunity and access to facilities shall be available to all. To address concerns regarding any of these issues please call 715 346 2606 or visit:
http://www.uwsp.edu/hr/Pages/Affirmative%20Action/About-EAA.aspx

6.3 Religious Beliefs Accommodation

It is UW System policy (UWS 22) to reasonably accommodate your sincerely held religious beliefs with respect to all examinations and other academic requirements. A direct link to this policy can be found here: https://docs.legis.wisconsin.gov/code/admin_code/uws/22

6.4 Help Resources

The Tutoring and Learning Center helps with Study Skills, Writing, Technology, Math, & Science. The Tutoring and Learning Center is located at 018 Albertson Hall. For more information, call 715 346 3568 or visit: https://www.uwsp.edu/tlc/Pages/default.aspx.

If you need healthcare, UWSP Student Health Service provides student-centered healthcare that empowers and promotes wellness for all UWSP students. Student Health Service is located on the 1st floor of Delzell Hall. For more information, call 715 346 4646 or visit:
http://www.uwsp.edu/stuhealth/Pages/default.aspx

The UWSP Counseling Center is staffed with licensed mental health professionals dedicated to assisting students as they navigate difficult circumstances or resolve personal concerns. Therapy and consultation services are free of charge for registered students. The UWSP Counseling Center is located on the 3rd Floor of Delzell Hall. For more information, call 715-346-3553 or visit: http://www.uwsp.edu/counseling/Pages/default.aspx

In addition to the support services provided by Student Health Service and the UWSP Counseling, there are also professional support services available to students through the Dean of Students. For more additional information, please go to http://www.uwsp.edu/dos/Pages/default.aspx

6.5 Emergency Response Guide

In the event of an emergency, follow UWSP's emergency response procedures. For details on all emergency response procedures, please go to http://www.uwsp.edu/rmgt/Pages/em/procedures

6.6 Grade Reviews/Appeals

A formal grade appeal, also known as a Grade Review, can be requested in instances when the student feels that he or she was not provided a syllabus with a grading scale in a timely manner (i.e., the end of the second week of classes) and/or the instructor did not stick with the grading scale published in the syllabus. Questions of whether or not the instructor appropriately graded one or more of the course assignments, quizzes, exams, etc. are not matters to be decided by a formal grade appeal, but rather should be taken up with the instructor directly. Information on grade reviews can be found in the University Handbook, Chapter 7, Section 5. A link to the university's policies on non-academic misconduct can be found at https://www.uwsp.edu/acadaff/Pages/gradeReview.aspx

6.7 UWSP Community BIll of Rights and Responsibilities

UWSP values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, a set of expectations has been developed for all students, staff, and faculty. This set of expectations is known as the Rights and Responsibilities document, and it is intended to help establish a positive living and learning environment at UWSP.
For more information, go to:
https://catalog.uwsp.edu/content.php?catoid=10&navoid=422#section-1-communal-bill-of-rights-and-responsibilities

6.8 University Attendance Policy

In addition to the course attendance policies determined by the instructor (noted above if applicable), the university provides standard guidelines by which students are to abide. All exceptions to the course attendance policy or the university guidelines should be documented in writing. A link to the university's attendance guidelines can be found at:
https://www.uwsp.edu/regrec/Pages/Attendance-Policy.aspx

6.9 University Drop Policy

You are expected to complete the courses for which you register. If you decide you do not want to take a course, you must follow the procedures established by the university to officially drop the course. If you never attend or stop attending a course and fail to officially drop, you will receive an F in the course at end of the semester. A link to the university's drop policy can be found at:
https://catalog.uwsp.edu/content.php?catoid=11&navoid=431&hl=add%2Fdrop&returnto=search#Drop/Add/Withdrawal_Procedures

6.10 Academic Honesty

UW System policy (UWS 14) states that students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students suspected of academic misconduct will be asked to meet with the instructor to discuss the concerns. If academic misconduct is evident, procedures for determining disciplinary sanctions will be followed as outlined in UWS 14. A direct link to this policy can be found here: https://docs.legis.wisconsin.gov/code/admin_code/uws/14

6.11 Non-Academic Misconduct

Information on non-academic misconduct can be found in Chapters 17 and 18 of the Student Rights and Responsibilities Document. A link to the university's policies on non-academic misconduct can be found at https://www.uwsp.edu/dos/Pages/stu-conduct.aspx.

6.12 Confidentiality

Learning requires risk-taking and sharing ideas. Please keep your classmates' ideas and experiences confidential outside the classroom unless permission has been granted to share them.

It is important for students to understand that faculty are required to report any incidents of maltreatment, discrimination, self-harm, or sexual violence they become aware of, even if those incidents occurred in the past, off campus, or are disclosed as part of a class assignment. This does not mean an investigation will occur if the student does not want that, but it does allow the university to provide resources to help the student continue to be successful.

6.13 Sample Coursework Permission

The instructor may wish to use a sample of your work or some of the feedback you provide on the course in future teaching or research activities. Examples: showing students an example of a well-done assignment; analyzing student responses on a particular question; discussing teaching techniques at a conference. If your coursework or feedback is used, your identity will be concealed. If you prefer not to have your work included in any future projects, please send the instructor an e-mail indicating that you are opting out of this course feature. Otherwise, your participation in the class will be taken as consent to have portions of your coursework or feedback used for teaching or research purposes.