



COURSE SYLLABUS

Bus. 201.1 & 201.2
 Writing & Presenting in Business
 Fall 2023 Hybrid

1. COURSE INFORMATION

1.1. Instructor Information

Instructor	Dr. Reed Stratton ("Professor Stratton")			
Office	CPS 416			
Office Hours	<table border="1"> <tr> <td> <i>Face to Face</i> Monday 12:00pm-2:00pm Tuesday 12:00pm-3:00pm Wednesday By appointment </td> <td> <i>Online</i> Thursday 7:00am-9:00am Friday 7:00am-9:00am </td> </tr> </table>		<i>Face to Face</i> Monday 12:00pm-2:00pm Tuesday 12:00pm-3:00pm Wednesday By appointment	<i>Online</i> Thursday 7:00am-9:00am Friday 7:00am-9:00am
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Cell Phone	507-304-0223			
E-mail	Reed.stratton@uwsp.edu			
Expected Instructor Response Time	24 hours if contacted Monday-Friday 72 Hours if contacted Saturday, Sunday			

1.2. Course Information

Format:	Hybrid <ul style="list-style-type: none"> • 50 min in-class Monday= 1 credit • 50 min in-class Wednesday=1 credit • 50 min online async (OA) Thursday- Sunday= 1 credit
Location	CPS 107 and Canvas
Time:	201.1 MW 9:00-9:50 & OA 50 Minutes per Week 201.2 MW 10:00-10:50 & OA 50 Minutes per Week
Course Description:	Gain a comprehensive understanding of effective writing and presenting in business. Focus on developing writing and presentation skills as management and communication tools for business students. An analysis of the psychology, semantics, planning, and principles of effective business documents and presentations is covered. Skills will be developed through individual projects cultivating the applicable skills needed to be career-ready graduates
Credits:	3

1.3. Textbook & Course Materials

Required Text:	<i>Business Communication Today 14th Edition</i> by Courtland Bovee and John Thille, Prentice Hall 2016
Other readings	Supplemental readings posted on Canvas

2. LEARNING OUTCOMES

2.1. SBE 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. Course Goals for professionalism and effective communication

Most SBE courses are knowledge-based. They cover what you must know in business, and, in them, you demonstrate knowledge through quizzes, tests, and assignments. They're valuable, and you can't be an industry expert in your dream job without them.

This course, however, is different. It's not a content generation course; it is an empathy course that happens to use the medium of writing and presenting. It is behavior-based, which means you'll find success by demonstrating what you can *do*, not just what you *know*. It is not about generating content, which AI can do now, but about engaging in a process that builds your muscles of strategy, empathy, analysis, problem solving, and persuasion. Most of the college graduates you'll compete with for a meaningful career know what you know. Some know more.

You can undermine your competition when looking for a meaningful career by using this course to build and practice the skills that companies need in their employees. Some of these skills include:

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|---------------------|-------------------------|
| ● Audience Analysis | ● Empathy |
| ● Personal Branding | ● Teachability/humility |
| ● Problem solving | ● Agility |
| ● Analysis | ● Leadership/influence |

- | | |
|--|--|
| <ul style="list-style-type: none"> ● Strategy ● Storytelling ● Emotional intelligence | <ul style="list-style-type: none"> ● Openness to diversity ● Curiosity ● Self awareness |
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2.3. *Course Learning Outcomes*

By the end of this course, I'll know you've learned if you can

1. develop strategies for overcoming communication obstacles and anxiety
2. plan business messages conscientiously and strategically
3. select content and apply communication techniques that serve the interests and needs of target audience
4. create credible, engaging oral and written messages that optimize impact
5. adopt a process approach to communication
6. format professional-looking documents and slides using word process and presentation software
7. process/provide feedback clearly and comfortably

3. COURSE POLICIES

3.1. *Late Work*

In the marketplace, completing messages on time makes you a valuable contributor, and it convinces your organization you're indispensable. Punctuality helps you land promotions, leadership roles, and positions on the project teams you want. It also builds trust, the root of opportunity. That's why I care about deadlines and want you to care about them too. Here's how submitting late work will affect your grade:

- Submitted up to 24 hours after deadline= 5% reduction in grade
- Submitted 24-48 hours after deadline= 10% reduction in grade
- 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 give extensions but only if you ask **at least 24 hours before** the deadline.

3.2. *Missing Work*

If you master the skills you'll learn here, you'll flourish in your business career, but I need to know you're understanding what we're covering. I do that by reviewing your completed work. That's why missing work is a problem.

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

3.3. *Attendance*

Most of life's opportunities come from showing up and saying yes. The classmates and professors who see you attend or not attend class may one day be your clients, supervisors, colleagues, or business prospects. Show them you're trustworthy and committed now, so they're eager to work with you in the marketplace. Practice showing up in this class! Attendance is taken at the beginning of most classes.

There are two types of absences:

1) *Excused Absences*

- University-sanctioned athletic event with documentation from a coach
- Military or government commitment with documentation from a leader
- Covid 19 diagnoses, quarantine, testing, or awaiting results with email from student
- Serious injury, illness, or hospitalization with documentation from a doctor
- Religious event with pre-approval via email of at least 14 days before event

2) *Free Days*

Along with the above excused absences, you can miss four meetings without an excuse or pre-approval, and the *absence itself* won't affect your grade (you still might lose points for missed in-class exercises). When you've used all free absences, you'll begin losing Professionalism Points. For each unexcused absence after four, you will lose one Professionalism Point. Inform me if you come late to class to ensure you're marked present.

3.4. "Trust Busters"

In the marketplace, your actions convince your stakeholders to either trust you or distrust you. When they trust you, you enjoy power, influence, connection, and leadership opportunities. When they distrust you, you endure isolation, missed opportunities, tension, and resentment. I don't want that for you.

Therefore, there are behaviors some have displayed in my class that I call "trust busters." These are behaviors that would "bust" the trust of colleagues, clients, and supervisors in the marketplace. This is not an exhaustive list, but some trust busters might include:

- Generating content with AI and taking credit for the content
- Disruptive or disrespectful use of technology
- Reacting emotionally to constructive criticism (respond, don't react)
- Completing unrelated work in class
- Arbitrary use of offensive language
- Ridiculing other professors, classmates, or SBE community members (constructive feedback is always OK)
- Making hostile/sarcastic comments or gestures like eye-rolling
- Assuming I'm just like the professors you've had in the past and will make the same mistakes they've made without letting me show you who I am (I won't assume you're like the students I've had and didn't like).

Trust busting reduces deposits in others' "trust banks" (Covey). To simulate that, I've created a "trust bank" score for you on Canvas. I have deposited 20 points just for being in my class.

Engaging in trust busting behaviors like the ones listed above (and others that common sense would acknowledge) will hinder my trust, isolate me from you when I could help you, and make withdrawals from my trust bank.

3.5. Technology Problems

Some time this semester, you will have computer problems. Most likely, you'll be unable to submit or locate an assignment on Canvas. When (not if) this happens, tell me about it. Then email me the assignment before the deadline. You can submit a document (unless I request a hardcopy) via Canvas drop box or email, so I can easily find your submission and give you credit for it. If you're worried about using Canvas, please schedule an appointment with CITL in the library or visit me during office hours to discuss.

3.6. Pro Events

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

Pro Events connect you to:

- Campus (e.g., academic coaching, student clubs);
- Community (e.g., Rotary, Business Council): and
- Careers (e.g., internships, networking).

As an SBE student, you will be able to choose from a wide variety of speakers, workshops and special events. With over 300 events per year on the Pro Events calendar, you will have significant flexibility in selecting your events. Whatever you choose, Pro Events will help you to make the most out of your time as a student and to prepare for transitioning into a successful career.

Visit the Pro Events web site (proevents.uwsp.edu) for announcements of upcoming events. You can also follow us on social media. Facebook: UWSP School of Business & Economics
Twitter: @UWSPBusiness

For this course, you must attend two official Pro Events. One event must be before the mid-semester cut-off of **March 17**. You must attend your second event before the end-of-semester cut-off of **May 12** If you go to extra events before the mid-semester cut-off, those credits will carry over into the second half of the semester.

You may earn Pro Events credits in many different ways:

- "Attending" live Zoom events; attendance will be taken at the end of the event.

- Attending in-person events.

- For maximum schedule flexibility, check out the Anderson Center Canvas page for details on Create Your Own events and Lunch with a Leader.

Starting Fall 2022, only students registered for 100% online or branch-campus classes will have access to Pro Events recordings. The number of videos available will be pro-rated based on the number of such courses in which you are enrolled. Video events must be completed one week before the general Pro Events cut-offs. For Fall 2022, the video deadlines are Oct. 21 for the first half-semester and Dec. 9 for the second half-semester.

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.

Hint: if you are having trouble finding events that fit your schedule, check out the "Create Your Own Event" option on the Anderson Center Canvas page. You can meet with an expert from Career Advising, Financial Coaching or Academic Coaching. We also highly recommend our "Lunch with a Leader" program which allows you to set up a lunch (virtual or in-person) with a business expert to learn more about their industry, company and profession.

4. ADMINISTRATIVE DETAILS

4.1. *Inclusivity Statement*

It is my intent that students from diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that the students bring in and out of class be viewed as a resource, strength, and benefit. Every student has a perspective, and we learn by hearing many of them, but some of your perspectives aren't represented in our course readings, so learning depends upon you all contributing to the class with your opinions and perspectives as well.

It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.

If you have experienced a bias incident (an act of conduct, speech, or expression to which a bias motive is evident as a contributing factor regardless of whether the act is criminal) at UWSP, you have the right to report it using this link. You may also contact the Dean of Students office directly at dos@uwsp.edu

4.2. *Plagiarism and Academic Honesty*

You must use appropriate conventions for referencing words and ideas that are not your own (MLA, APA, Chicago). Representation of the thoughts or words of someone else or an AI as your own is *plagiarism*. UWSP takes it seriously. Plagiarism may result in failure, suspension, or even expulsion. As your instructor, 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.

Generative AI (Chat GPT, Google Bard)

This is not a content generation class. It has never been. I'm interested not in the content you generate so much as the process that you undergo as you generate that content. That process builds in you the skills that will help you add value to the marketplace. Those skills include empathy, audience analysis, context analysis, and creativity and innovation. You bypass these skills if you try to convince me or your classmates that you wrote content that an AI wrote. Additionally, presenting the work of an AI as your own is plagiarism, so you must cite AI-generated writing as you would from other sources. For help, see ["How to Cite Chat GPT."](#)

4.3. *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>

4.4. 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>

4.5. 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 the 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