



COURSE SYLLABUS

Bus. 301.5
 Oral Communication for the Business Professional
 Fall 2023 Face to Face (F2F)

1. COURSE INFORMATION

1.1. Instructor Information

Instructor	Dr. Reed Stratton (“Professor Stratton”)			
Office	CPS 416 Online Via Zoom (Password: Audience)			
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:	Face to face (F2F)
Location & Time:	CPS 329 2:00-3:15pm MW
Course Description:	Study and practice strategies for interacting with others in business, in internships, and after graduation. Acquire and practice in-demand interpersonal skills in business such as collaboration; networking; negotiation; cross-cultural awareness; conflict management; giving and receiving feedback; and emotional intelligence. Apply communication theory to concrete, contextualized interpersonal communication activities and projects.
Credits:	3
Prerequisites:	Bus. 325

1.3. Textbook & Course Materials

Required Text:	<i>Never Eat Alone: And Other Secrets to Success One Relationship at a Time</i> <i>Emotional Intelligence 2.0</i>
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Recommended Texts:	Guide to Interpersonal Communication HBR Guide to Emotional Intelligence
Other Readings:	Supplemental readings posted on Canvas

2. LEARNING OUTCOMES

2.1. SBE Mission

The Sentry School of Business and Economics (SSBE) 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

Most SSBE courses achieve the Mission through knowledge-based instruction. Those courses teach what you must *know* as a business professional, and you demonstrate that you *know* what you're supposed to *know* through exams and assignments. However, BUS 301 focuses more on the last two missions: professionalism and effective communication. The objective of this course is to help you expand your awareness and comfort zone during professional interactions, so you can become more deliberate and strategic in your communication approach. Therefore, BUS 301 is behavior-based, emphasizing what you can *do* more than what you *know*. The skills this class will help you *do* include:

- Self-Awareness
- Social Awareness
- Networking
- Listening
- Starting Conversations
- Cultural Awareness
- Managing Conflict
- Giving Feedback
- Self-Management
- Relationship Management
- Small Talk
- Connecting Business Contacts to Each Other
- Empathizing
- Negotiating
- Working with Difficult People
- Receiving Feedback

2.3. Course Outcomes (CO)

By the end of this semester, I will consider you adept at building business relationships if you can

1. employ emotional intelligence skills to build and maintain beneficial workplace relationships
2. expand the quantity and quality of your professional network, increasing social capital
3. anticipate, analyze, and integrate diverse perspectives
4. apply negotiation techniques for mutually beneficial value (win/win)
5. manage conflict to minimize workplace dysfunction and optimize decision-making
6. seek, accept, and leverage feedback for professional growth and self-awareness
7. deliver feedback clearly, overcoming the interpersonal tension it often creates

3. GRADING

3.1. Grading Structure

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	

4. COURSEWORK

4.1. Simulations/Interactions

Success in this class can't be proven with exams but with actual interactions with your classmates and business contacts. To know you can build relationships successfully in the marketplace, I must see you attempting to do it here and now while you're in school. You'll be required to complete multiple interactions or simulations this semester, most of which will be recorded on Zoom. As I watch the simulations back, I'll evaluate you based on how effectively you can apply the concepts we'll discuss in class.

4.2. Self Assessments

What's fun about this class is the subject of the class is *you!* Therefore, you'll complete multiple self-assessments, which you'll reflect on and track.

4.3. Activities & Exercises

You'll complete this class successfully by not only knowing, but by doing. I want you to leave here with measurable, observable skills that will make you indispensable to your employers when you enter the marketplace. How do you do and not just know? Practice. This category will account for practice activities related to both interpersonal communication and business presentations.

4.4. Logs & Journals

You'll experiment with relationship-building behaviors outside of class and reflect on the experiences this semester. Your best medium to prove you've experimented and give me a glimpse into your thoughts, therefore, are logs and journal entries. Logs let you track the behaviors, and journal entries let you think about them and show me your thoughts.

4.5. Readings & Podcasts

For full understanding of these concepts, which can help you be successful in your career, you'll need to hear them from different perspectives and expressed in different ways. That's why you'll be assigned to do short readings and listen to podcasts. I want you to be different when you leave this class. I want you to have skills you didn't have when you began the class, and to gain that, you need to understand these concepts, and your more likely to understand them if you hear them expressed in multiple ways.

4.6. Professionalism

Trust Bank

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, the behaviors I want to cultivate in you are the behaviors employers reward.

The good news here is that you already have an A in this area (15/15), but "Trust Busters" (see 4.12) may reduce your grade one point for each occurrence. This area also covers professional Pointer Events and short readings.

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 **Oct. 28**; a second event must be before the end-of-semester cut-off of **Dec. 16**. 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 with Pro Events requirements, it is your responsibility to make sure you have **attended two events for every core course you're in**. For example, if you're in three core courses, you must attend six Pro Events. 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.

COURSE POLICIES

Attendance

Attendance is taken at the beginning of most classes. There are two types of absences:

1) *Excused Absences*

- University-sanctioned athletic event with documentation
- Military or government commitment with documentation
- Religious event with pre-approval at least 14 days before event
- Covid 19 quarantine (doesn't count for colds and/or flus) with email from student

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.

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.

Late Work

In the marketplace, completing projects on time makes you a valuable contributor, and it helps convince your organization you're indispensable, so they will keep you around. On-time submission can increase your odds for promotions and leadership roles because it builds trust, and I need to trust you as do the people you'll work for and with.

I'm strict about deadlines because I want you to build the habit of meeting deadlines by the time you start your career, so those making decisions about how much money you should make and whether they should keep you around *trust* you. To discourage late submissions, which make you less trustworthy, grades will be reduced like this:

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

Missing Work

An assignment submitted more than 5 days (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 encourage you to discuss the possibilities with me in extreme circumstances. However, I'll only grant possible extensions if requested (usually via email) **24 hours or more before the deadline.**

"Trust Busters"

In the marketplace, you'll use your actions to convince colleagues, clients, and supervisors to trust you. There are certain behaviors I've seen students engage in either

in my class or their jobs that I call “trust busters.” This is not an exhaustive list, but some trust busters might include:

- Improper classroom use of technologies like texting, social media, or AI
- Reacting emotionally to constructive criticism (respond, don’t react)
- Completing unrelated work in class
- Arbitrarily using offensive language.
- Ridiculing other professors, classmates, or colleagues

As one of our business contacts said, “Perception is reality,” so if you’re concerned I’ll misinterpret a behavior in class, tell me before you engage in it. Trust busting behavior will affect your professionalism points.

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 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.”](#)

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

ADMINISTRATIVE DETAILS

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>

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>

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