



COURSE SYLLABUS

Bus. 740

Effective Communication for Business Leaders
Spring 2022, Session 1 Hybrid (in-person + async)

1. COURSE INFORMATION

1.1. Instructor Information

Instructor:	Dr. Reed Stratton (You can call me Professor Stratton)
E-Office:	https://uwsp.zoom.us/my/cps409?pwd=ejRzblphMjBialJQSGRPR1RFbFFudz09 Password: Audience
Office Hours:	In person (CPS 216): Mon. 10:45-1:45; Tue. 9:30-12:00, Wed. 10:50-11:50 By appointment: Wed. afternoon, Thur. & Fri. Via Zoom Thur. 10:30-12:30
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. Course Schedule

WK #	Date	Meeting Type	Location
1	1/25/22	In Person 4:00-7:00pm	Point CCC 124/ Marshfield 135
2	2/1/22	In Person 4:00-7:00pm	Point CCC 124/ Marshfield 135
3	2/8/22	In Person 4:00-7:00pm	Point CCC 124/ Marshfield 135
4	2/14/22 to 2/20/22	Online Asynchronous (OA)	Bus 740 Canvas Page
5	2/21/22 to 2/27/22	Online Asynchronous (OA)	Bus 740 Canvas Page
6	2/28/22 to 3/6/22	Online Asynchronous (OA)	Bus 740 Canvas Page
7	3/8/22	In Person 4:00-7:00pm	Marshfield 135/ Point CCC 124
8	3/15/22	In Person 4:00-7:00pm	Marshfield 135/ Point CCC 124

1.3. Textbook & Course Materials

Required Text	<i>The 10 Laws of Trust</i> (Expanded Edition 2019) by Joel Peterson <i>The 10 Stories Great Leaders Tell</i> by Paul Smith <i>Data Story</i> by Nancy Duarte <i>Guide to Managerial Communication</i> 10th ed. by Munter & Hamilton
Recommended Texts	<i>The Speed of Trust</i> by Stephen M.R. Covey <i>The Eloquent Leader</i> by Peter Andrei
Other Readings	Supplemental readings posted on Canvas
Other Required Materials	Laptop Computer or Tablet Webcam Speaker

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. 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 embrace 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.” We are a community that questions, debates, plays devil’s advocate, embraces ambiguity, shares perspectives, thinks aloud, and synthesizes course content to craft your own messaging strategies for getting work done through your unique stakeholders.

2.3. 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

- implement research-supported strategies for cultivating stakeholder trust
- articulate concrete visions, often as stories, that empower stakeholders to pursue common goals
- apply written communication strategy to craft credible, audience-centered, and concise reports for stakeholders down the hierarchy (leader to "subordinate").
- deliver a data-supported presentation that persuades stakeholders up the hierarchy ("subordinate" to leader) by "transform(ing) numbers into narratives" (Duarte, 2020, p. v).
- assess the outcome of implementing trust-building, visioning, business writing, and data-driven persuasion in your leadership context, identifying changes you'll make to more effectively "get work done through people."

3. COURSE POLICIES

3.1. Attendance

Attendance is mandatory on the project presentation day March 15, 2022. I'll be broadcasting from Marshfield, but you can join us via distance ed technology from Stevens Point. I believe you'll benefit from attending all classes; however, your grade won't be reduced if you miss class days other than the presentation day. Please let me know via email if you're planning to miss within 24 hours of the class. You still will need to complete all coursework online.

3.2. Late Work

Late work is not accepted, but I may grant extensions if requested via email (reed.stratton@uwsp.edu) at least 24 hours before the deadline.

4. GRADING

4.1. Point Distribution

Challenges (projects) 40% <ul style="list-style-type: none"> - Challenge 1: Trust Building - Challenge 2: Story Telling - Challenge 3: Strategic analysis of your writing - Challenge 4: Date-driven Expansion Proposal 	Exercises 35% <ul style="list-style-type: none"> - Vision Revision - Credibility analysis - The Why Test 	Discussions 25% <ul style="list-style-type: none"> - Large Class - Small group - Async - In person
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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. OTHER ADMINISTRATIVE DETAILS

5.1 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>

5.2 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>

5.3 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

5.4 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>

5.5 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>

5.6 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>

5.7 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>

5.8 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>

5.9 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

5.10 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

5.11 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>.

5.12 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.

5.13 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.