



COURSE SYLLABUS

Bus. 301
Oral Communication for the Business Professional
Fall 2021 Face to Face (F2F)

1. COURSE INFORMATION

1.1. Instructor Information

Instructor	Dr. Reed Stratton (you can call me "Reed")
Office	CPS 416
Office Hours	Mon. 10:50-1:50; Tue. 9:30-12:00, Wed. 10:50-11:50 By appointment: Wed. afternoon, Thur. & Fri.
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 322 MW 2:00-3:15
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 through a variety of individual Portfolios applicable to business, including global situations.
Credits:	3
Prerequisites:	Bus. 325

1.3. Textbook & Course Materials

Required Text:	<i>The Harvard Business Review Guide to Persuasive Presentations</i>
Recommended Texts:	Handbook for Early Career Success
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 achieve the SBE 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*. These behaviors include:

- Conveying passion
- Relationship building
- Analyzing
- Storytelling
- Personal branding
- Pursuing intellectual curiosity
- Practicing humility
- Taking calculated risks
- Managing ambiguity
- Problem solving
- Strategizing
- Being self-aware
- Perspective taking (what others think)
- Empathizing (what others feel)
- Being open to differences

2.3. Course Learning Outcomes

Given my goal of emphasizing the above behaviors, by the end of this class, you will be able to...

Connect

- build trust with valuable business connections through interpersonal communication strategies
- anticipate and incorporate diverse perspectives into communication.

Sell Your Value/Persuade

- express your value to an organization to influence hiring, promotion, and buy-in
- understand the [four steps](#) of persuasion and apply them to [influence](#) your audience

Present

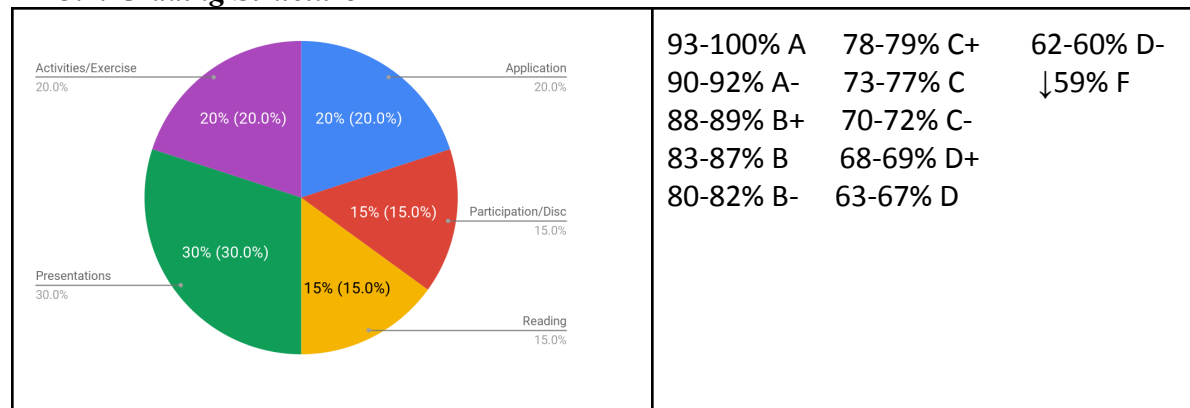
- apply strategies for smooth, authentic, and professional presentations in business
- create credible, engaging messages that appeal to audience interests

Collaborate

- apply strategies for effective collaboration skills in team settings and with diverse audiences
- analyze and manage interpersonal conflict in team settings and with diverse audiences

3. GRADING

3.1. Grading Structure



4. COURSEWORK

4.1. *Presentations (30% of grade)*

A new [Linked In study](#) indicates that employers value oral presentation skills more than all other skills. The best way to build your oral presentation skills is frequent presentations that challenge you to leave your comfort zone and practice managing your anxiety. You'll deliver four oral presentations this semester in the physical classroom before your classmates and, occasionally, influential business contacts who hire UWSP graduates.

4.2. *Activities & Exercises (20% of grade)*

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.

4.3. *Application (20% of grade)*

However, that doesn't mean you can't take "field trips" and do experimental projects on your own in whatever setting you're taking the course. Since, I can't physically see whether you've accomplished each project, you'll be graded for this area on the reflections on each project that you submit to Canvas. Again, because the goal here is to take risks, experiment, and learn about yourself in the process, these projects will be graded on a pass/fail basis.

4.4. *Professionalism (20% of grade)*

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 also the behaviors employers desire. 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.

4.5. *Pro Events (part of professionalism)*

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)
- 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. 22**; a second event must be before the end-of-semester cut-off of **Dec. 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. Attendance at each event will count for ___ points towards your final grade.

As we continue Pro Events during COVID, there will be a variety of ways to earn your credits:

- Attend virtual (Zoom) events in real time; receive attendance credit directly by signing in with your ID number.
- Watch recordings of past events via Anderson Center Canvas page; receive attendance credit after completing quiz and survey.
- Attend events in-person on campus; receive attendance credit directly.
- Attend events in-person off campus; take Events Attendance form (available on Anderson Canvas page) and obtain signature.

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.

4.6. Reading Responses (10% of grade)

We'll be reading articles about skills like persuasion, authenticity, storytelling, inquiry, empathy, and intercultural communication, and I want you to find them relevant to your goals and the way you communicate. I want you to apply what you read and learn to previous experience and your future experiences in the marketplace.

Therefore, I'll be asking you to write some reading responses, which will be graded using [this rubric](#). The rubric is designed to push you out of the lower levels of thinking which involve

simple memorization and regurgitation. Research shows you won't retain concepts that you've merely memorized and regurgitated, which means you'll be wasting the money you paid for this semester. However, if you engage with the material in more complex ways such as application, analysis, and evaluation you will retain it, make it your own, and be able to use it as a tool to help you land your dream career.

COURSE POLICIES

Attendance

Attendance is taken at the beginning of most classes, but there are two types of absences:

1) *Excused Absences*

- University-sanctioned athletic event with documentation
- Covid 19 diagnoses with documentation from Dean of Students' Office
- Covid 19 quarantine with documentation
- Covid 19 testing or isolation while awaiting Covid 19 test results with email from student
- Military or government commitment with documentation
- Religious event with pre-approval 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. 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.

Covid-19-Absence Accommodations

Per university policy, if you miss class because of a Covid 19 diagnosis or quarantine, you'll be able to complete work alternatively for up to two weeks. Reed will receive documentation from the school indicating your diagnosis, but you may want to follow up.

Covid 19 Safety

For your health and safety, UW-Stevens Point:

- Requires all students, employees and visitors to any UW-Stevens Point campus or facility to wear face coverings when inside campus buildings. The mask is policy is in effect until Sept. 30. See the [chancellor's updated mask mandate](#).
- Requires unvaccinated residence hall students to be tested twice during the first 10 days of arrival on campus, then every other week until at least Sept. 30.
- Strongly encourages unvaccinated students residing off campus to be tested regularly and complete the daily symptom screening.
- Requires unvaccinated employees to have testing every other week and

complete the daily symptom screening.

- Strongly encourages all students, faculty and staff to get vaccinated as soon as possible. While not required, vaccination is the surest way to protect yourself from serious illness.

Vaccines are available:

For students at Student Health Services in Delzell Hall:

- Walk-in Mondays and Thursdays, 1-3 p.m., Wednesdays, 9-11 a.m.
- By appointment at 715-346-4646

The first dose of the Pfizer vaccine, fully approved by the FDA, as well as a limited number of the one-dose Johnson and Johnson vaccine will be available. Instructions will be given on how to contact vaccine providers for a second dose of the Pfizer vaccine.

Fully vaccinated students who upload their vaccination record to our [secure online portal](#) are eligible for [prizes from UWSP](#) and \$100 incentive from the [Wisconsin Department of Health Services](#) and also may be eligible for the UW System [“Vax Up! 70 for 70”](#) scholarship incentive.

If you have questions or concerns, see our [COVID-19 site](#) or contact UWSP Student Health Service at health.services.office@uwsp.edu.

UW-Stevens Point continues to monitor COVID-19 transmission rates, which remain high in the five counties where we have facilities and will revisit our face covering policy as public health warrants. We continue to follow the guidance of local, state and federal health experts and UW System leaders.

Thank you for your taking responsibility for your own health and keeping our campus communities safe so we may continue to have in-person classes, events and activities this fall.

Late Work

In the marketplace, completing written and oral reports on time makes you a valuable contributor, and it helps convince your organization you're indispensable. On-time submission can increase your odds for promotions and leadership roles because it builds trust, a crucial human need.

I'm strict about deadlines because I want those making decisions about *your* career to trust you. Therefore, practice submitting on time now. Late submissions 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 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
- Ignoring University Covid 19 protocol

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.

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

5. 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. 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>

5.3. 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