



# COURSE SYLLABUS

Bus. 301.5  
Oral Communication for the Business Professional  
Fall 2022 Face to Face (F2F)

## 1. COURSE INFORMATION

### 1.1. Instructor Information

<b>Instructor</b>	Dr. Reed Stratton ("Professor Stratton")
<b>Office</b>	<a href="#">Online Via Zoom</a> (Password: Audience)
<b>Office Hours</b>	<del>—Online Via Zoom Only—</del> (Password: Audience) Mon. 10:50-1:50; Tue. 11:00-3:15 By appointment: Wed. afternoon Thur. 7:00-11:00
<b>Cell Phone</b>	507-304-0223
<b>E-mail</b>	Reed.stratton@uwsp.edu
<b>Expected Instructor Response Time</b>	24 hours if contacted Monday-Friday 72 Hours if contacted Saturday, Sunday

### 1.2. Course Information

<b>Format:</b>	Face to face (F2F)
<b>Location &amp; Time:</b>	CPS 209 2:00-3:15pm MW
<b>Course Description:</b>	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.
<b>Credits:</b>	3
<b>Prerequisites:</b>	Bus. 325

### 1.3. Textbook & Course Materials

<b>Required Text:</b>	<i>The Harvard Business Review Guide to Persuasive Presentations</i>
<b>Recommended Texts:</b>	<a href="#">Handbook for Early Career Success</a>
<b>Other Readings:</b>	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 to employ interpersonal communication strategies.

#### 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

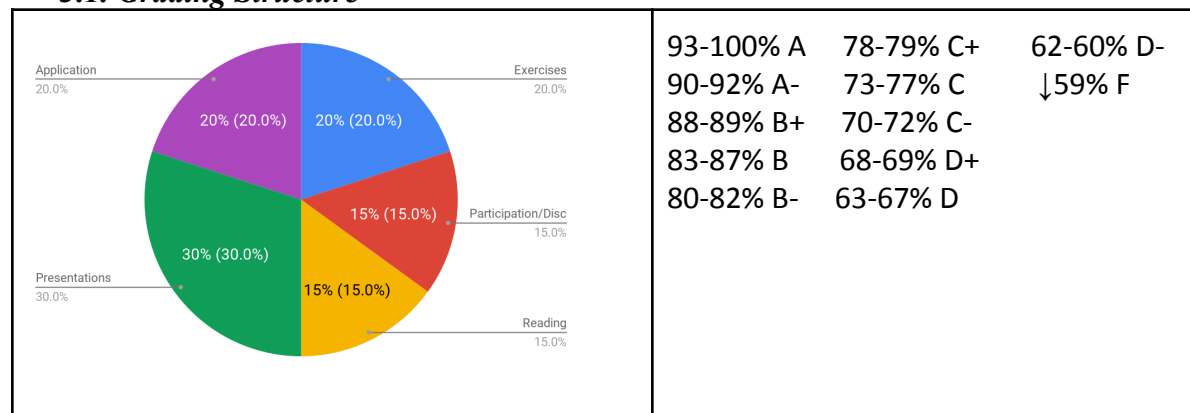
- apply strategies for smooth, authentic, and professional presentations in business
- create credible, engaging messages that appeal to audience interests

#### 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. Assignment Group: 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 major oral presentations this semester in the physical classroom before your classmates and, occasionally, influential business contacts who hire UWSP graduates.

You'll also deliver three impromptu presentations to kick off class sessions. True to the nature of the impromptu presentation, you will be randomly chosen to respond to a question, topic, or prompt at some point in front of the class with no time to prepare. Most presentation grades, including your impromptu presentation will be graded pass/fail.

### **4.2. Assignment Group: 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. Assignment Group: Application Projects (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 (15% 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): 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](http://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](mailto: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.

#### **4.6. 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. 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 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, 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.

### ***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](mailto: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](https://catalog.uwsp.edu/content.php?catoid=11&navoid=431&hl=add%2Fdrop&returnto=search#Drop/Add/Withdrawal_Procedures)