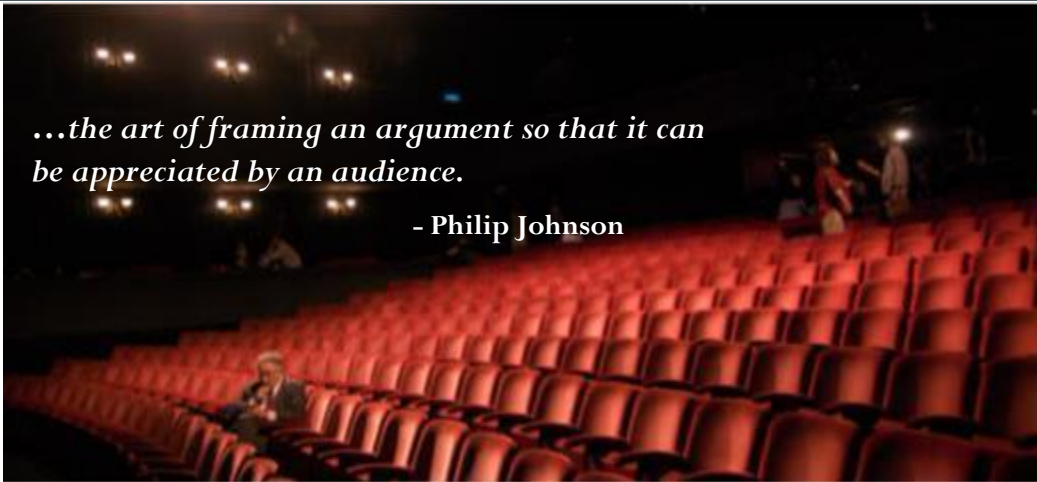


Business 301: Oral Communication for the Business Professional

Fall 2018 Syllabus



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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 applicable to business, including global situations. Prereq: 325 or con reg.

SBE MISSION:

The School of Business & Economics educates and inspires students and prepares graduates for success in positions of leadership and responsibility. Our students achieve an understanding of regional opportunities that exist within the global economy.

Evidence of our graduates' level of preparation is evident in their ability to

- analyze and solve business and economics problems
- understand opportunities and consequences associated with globalization
- appreciate the importance of professional and ethical behavior
- communicate effectively

COURSE OUTCOMES:

- 1) Demonstrate agility in communication situations by understanding your audience, what you're trying to accomplish, and the context in which you're communicating
- 2) Employ interpersonal communication strategies to build relationships, pursue your dream career, and be indispensable in the marketplace
- 3) Apply course concepts of effective verbal communication to actual business cases and/or personal experiences
- 4) Influence decision makers' actions and thoughts through persuasive presentation strategies
- 5) Take risks in business presentations relative to your experiences and goals to strengthen your presentation confidence
- 6) Employ collaborative strategies to complete a complex presentation

COURSE MATERIALS:

- HBR Guide to Persuasive Presentations*
- Pocket Mentor: Managing Teams*
- HBR's 10 Must Reads on Communication*
- HBR Guide to Networking*
- Supplemental readings on D2L Business 301 D2L Page



INSIDE THIS SYLLABUS

Course Policies.....2
Grading.....3
Professional Pointer Events.....4

Course Policies

Attendance. Attendance is taken each class, and there are two types of absences:

1) Excused Absences

You can miss class with no penalty for

- A university-sanctioned athletic event with documentation
- An Illness with documentation from Dean of Student's office
- A military or government commitment with documentation
- A religious event with pre-approval at least 14 days before event

2) Free Absences

Along with the above excused absences, you have **Four Free Absences**. You can miss four class meetings without an above-mentioned excuse, and the absence *itself* won't affect your grade. When you've used all free absences, you'll begin losing points in your professionalism grade ("Pro Points"). For each free absence after four, you will lose one Pro Point.

Tardiness

Punctuality shows respect. If you are more than 20 minutes late, I'll consider that absent. If you are late but arrive within 20 minutes of the beginning of class you will be marked tardy, which may affect your professionalism grade. If you're ever tardy, approach me at the end of class to tell me because I most likely didn't note your arrival. Three tardies equals one absence.

Customization. If this course is too challenging or not challenging enough, let's collaborate and customize the curriculum for you. I often adjust assignments and expectations to make the material more relevant for individual students. I'm here to help you make the best of this course. For further assistance, the Mary K. Croft Tutoring-Learning Center in LRC 018 offers academic support services such as writing and reading consultation, technology tutoring, and academic skills such as time management.

Professionalism. In 2008, business entered an era in which character is often valued above skills, knowledge, or experience. In the marketplace, people watch you to judge whether you're an asset or liability. Indications that you're a liability are "Red Flags." Employers won't hire you, and people won't work with you. You begin this course with 20 Pro Points. Each of you has an A in this area at the beginning of class. You may lose one Pro Point for **each instance** of the following Red Flags (not an exhaustive list):

- Improperly using technology (texting, Facebook)
- Completing unrelated work in class
- Using offensive language arbitrarily
- Expressing hostility (eye rolling, sarcasm, mockery, pandering, condescending)
- Ridiculing classmates or my colleagues
- Responding defensively to constructive criticism

Smartphones/Texting. In the marketplace, engagement means undivided attention. Improper use of technology in the class may affect your professionalism grade. I can't prevent the use of smartphones during the 5 or 10 minutes before class because that is your time. I have a simple request, though: don't use them at that time. This class is a community. Talk to each other. Talk to me. I want to get to know you. Besides, this class is an oral communication course, so orally communicate!

Technology Problems. Sometime this semester you'll have computer problems. You'll be unable to submit an assignment or locate material. *When* this happens, tell me ASAP. Then email me the assignment before the deadline. The only two ways you can submit a document (unless I request a hardcopy) is either via D2L or email in the case of technology problems. That way I will be able to locate all submissions, and you won't receive a zero for completed work. If you're worried about using our course technology, schedule an appointment with the tutoring center or visit me during office hours.

Accommodation. If you know or suspect that you have a recognized disability, make an appointment with the Disability Services Office (346-3365) right away to find out if you are eligible for accommodations. Bring me the paperwork as soon as possible. Although course standards cannot be lowered, appropriate accommodations may be available to you under certain circumstances.

Plagiarism. Don't steal. Use appropriate conventions for referencing words and ideas that are not yours (MLA, APA, Chicago/Turabian). Representation of the thoughts or words of someone else as your own is *plagiarism*. UWSP (and all of academia) abhors it. Plagiarism may result in failure, suspension, or expulsion. 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. For more information, see the UWSP "Student Academic Standards and Disciplinary Procedures" section of Chapter 14 in [UW-Stevens Point's Rights and Responsibilities document](#).

Grading

Evaluating Soft Skills

Most SBE courses are knowledge-based. They teach what you must know as a business professional. They require demonstration of knowledge through exams and assignments. They're valuable courses, and you need them to become an industry expert, but BUS 300 and BUS 301 are different. They are behavioral-based. They emphasize personality traits and what you can *do* more than what you *know*. Your competitors for jobs and promotions know what you know about business; some know more, but few of them have mastered **soft skills** companies need in a global, tech-heavy marketplace such as

- Passion
- Managing ambiguity
- Relationship building
- Problem solving
- Analysis
- Strategy
- Storytelling
- Emotional intelligence
- Purpose
- Empathy
- Teachability/humility
- Agility
- Leadership
- Influence
- Openness to diversity
- Inquiry/Intellectual Curiosity

Grade Distribution

There will be four main ways you'll earn your grade: reading reflection, risk taking, professionalism, and presentations. You'll own your work in this class, essentially choosing the standards you'll pursue for 60% of your total grade. In other words, you'll determine most of your grade this semester based on the work you choose to do and the level of complexity at which you choose to do it.

1. Reflection (25%)

You'll show me you acquired skills through writing reflective paragraphs of about 200 words. When I assign your first reflection for the semester, I'll give you a [list of standards](#) you can choose from. Those standards apply to reflection paragraphs you'll write for

- Long Reading & Reflection
- Self-Assessments
- SBE Events

2. Application (15%)

Growth occurs in discomfort, so I want to challenge you to take risks outside of the classroom in professional environment. For this grade, you'll do out-of-class activities where you can apply what we've discussed in class. Like reflection grading, you'll get to choose the standards you want to pursue for your application projects.

3. Professionalism (20%)

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, so the behaviors I'm looking for are also the behaviors your employers desire. The good news here is that you already have an A in this area. Every student starts with 20/20. Red Flags mentioned in "Professionalism", though, will reduce your grade one point for each occurrence.

- Short Readings
- Professional Pointer Events

4. Presenting (40%)

Oral communication is the name of the game for this course, so a significant portion of your grade will come from how effectively you design and deliver business presentations in different contexts to influence decision makers. Your presentation grade will cover

- Informational Interview Briefing 5%
 - Informational Interview Proposal
- B2B Sales Presentation 7%
 - Audience Profile 3%
- Collaborative Workshop 15%
- Freestyle Presentation 10%

GRADING KEY

100-93% A	72-70% C-
92-90% A-	69-68% D+
89-88% B+	67-63% D
87-83% B	62-60% D-
82-80% B-	59-0% F
79-78% C+	
77-73% C	

Professional Pointer Events

About Professional Pointer Events

Several UWSP departments and programs, including the School of Business & Economics, sponsor Professional Pointer 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](https://twitter.com/UWSPBusiness)

Requirements for this Course

For this course, you must attend two official Pro Events. One event must be before the mid-semester cut-off of Oct. 19; a second event must be before the end-of-semester cut-off (Dec. 14). 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 both events will make up 30% of your Professionalism grade.

Process for Recording points

Typically, when you attend an event, you will sign in with your Point Card and thereby receive your Events credit. Occasionally, there are events requiring that you take along an Events Attendance form and obtain a signature at the event; events requiring an Events Attendance form will be clearly labeled and the form will be available online.

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.