



COURSE SYLLABUS

Bus. 301 F2F
Oral Communication for the Business Professional
Spring 2020

1. COURSE INFORMATION

1.1. Instructor Information

Instructor:	Dr. Reed Stratton
Office:	CPS 409
E Office Hours	Tue., Thur., Fri. 7:00am-9:15am at https://uwsp.zoom.us/my/cps409
Physical Office Hours:	Mon. 12:00-1:45, Tue. 11:00-3:00, Wed.-Fri. By Appointment
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

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
Other Required Materials / Applications:	Computer, Tablet, or Smartphone Web Cam Microphone

1.4. Course Technology

Course Website:	https://uwstp.instructure.com/courses/198848
Course Delivery:	Face to Face (F2F)

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 require demonstration of knowledge through exams and assignments. However, BUS 301 focuses more on the last two missions: professionalism and effective communication. 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
- Humility
- Risk Taking
- Managing ambiguity
- Problem solving
- Strategizing
- Self-awareness
- Perspective taking (what others think)
- Empathizing (what others feel)
- Cultural Competence

My goal is to provide a welcoming community for each of you. Such an environment is ideal for cultivating these often very personal soft skills. Aside from helping you serve organizations, I believe these skills can help you foster fulfilling personal connections and make you indispensable in your career.

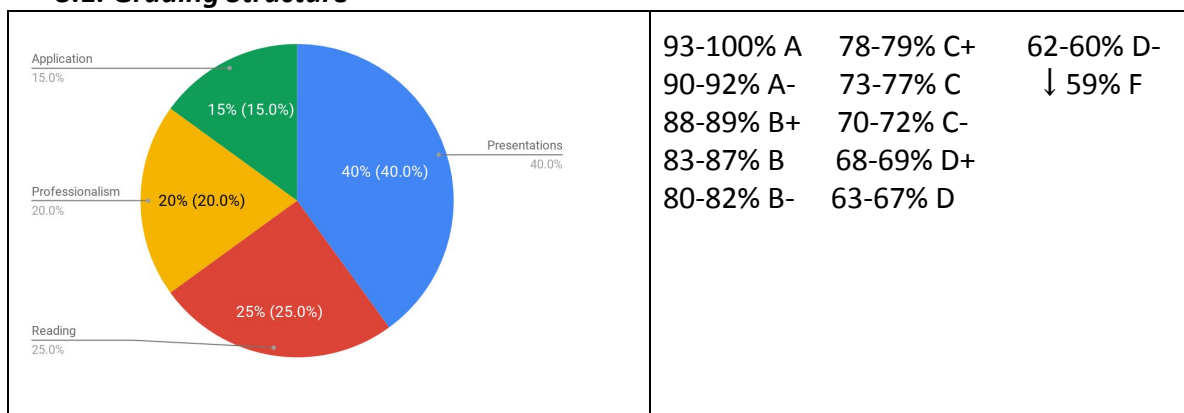
2.3. Course Learning Outcomes

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

- 1) build trust with valuable business connections through interpersonal communication strategies
- 2) tailor presentations (formal and informal) to audience, purpose, context, and corporate culture in each communication situation.
- 3) articulate your value to an organization to influence hiring, promotion, and buy-in
- 4) explain the importance of storytelling as a strategic business tool and apply storytelling skills to connect with your audience on a human level
- 5) understand the [four steps](#) of persuasion and apply them to [influence](#) your audience
- 6) incorporate best practices for authentic, compelling, and confident business presentations

3. GRADING

3.1. Grading Structure



4. COURSEWORK

4.1. Presentations (40% of grade)

The [NACE Jobs Outlook 2019](#) indicates that employers consider oral presentation skills **above essential** when hiring. The best way to build your oral presentation skills is frequent presentations in front of your classmates and me in which you challenge yourself to leave your comfort zone. Along with several informal, randomly chosen presentations, you'll complete four major presentations this semester.

4.2. Reading (25% of grade)

We'll be reading several seminal articles this semester about skills like persuasion, authenticity, storytelling, inquiry, empathy, and intercultural communication, and I want you to find the readings relevant to your goals and the way you communicate.

Therefore, I'll be asking you to write some 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 where ideas are not retained and into the more complex thinking of applying those ideas to your past life or future goals. You're paying a lot of money to hear these ideas, so I want them to remain in your mind after the semester ends for a return on your investment and an opportunity to apply your new knowledge to your future experience in the marketplace.

4.3. Application Projects (15% of grade)

In this class, you'll learn by taking risks, experimenting, and learning about yourself in the process, and the best way to do that is not always in the classroom. Therefore, there will be a few application projects or activities that you'll be assigned to do. The purpose of them is to apply the concepts we've been discussing in class to a real-world experience.

Application projects will also include a few self-assessments meant to build your self awareness, which many employers agree is vital for an indispensable business professional. Because most of these projects are focusing on learning about yourself as a professional and as a communicator, they will largely be graded pass/fail.

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, but "red flags" mentioned in the next section (5.5) may reduce your grade on point for each occurrence.

Additionally, this area will cover

- Short Readings
- Professional Pointer Events (see page 5)

4.5. Pro Pointer Events (part of professionalism grade)

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. The two deadlines are as follows:

- Complete event 1 by March 6, 2020
- Complete event 2 by May 8, 2020

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 20 points towards your final grade in professionalism.

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.

Hint: if you are having trouble finding events that fit your schedule, check out the "Create Your Own Event" option (<https://www.uwsp.edu/busecon/Pages/Events/create.aspx>). You can meet with an expert from Career Advising, Financial Coaching or Academic Coaching. During "Kickstart Your Career," you can set up a lunch with a local business expert to learn more about their industry, company and profession (and for SBE students, we'll pay the cost of lunch!).

5. COURSE POLICIES

5.1. 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 the people who'll make decisions about your livelihood to trust that you're reliable. Therefore, I want you to practice but submitting your assignment for me on time. Assignments must be submitted to the Canvas drop box by the dates and times on the [Canvas Calendar](#). Canvas will track late submissions, and automatically reduce late submissions in this way:

- 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.

5.2. Missing Work

An assignment submitted more than 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 do encourage you to discuss the possibilities with me in extreme circumstances **at least 24 hours before** the deadline.

5.3. Attendance

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

1) Excused Absences

Miss class penalty free for these reasons:

- University-sanctioned athletic event with documentation
- Illness with documentation from Dean of Students' Office
- Military or government commitment with documentation
- Religious event with pre-approval of at least 14 days before event

2) Free Absences

Along with the above excused absences, you have four free 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, so I can make sure I marked you present.

5.4. 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.

5.5. Discriminatory Conduct

Discriminatory conduct will not be tolerated by the University. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff.

5.6. Professionalism

In the marketplace since 2008, character has become valued above skills, knowledge, and/or experience. In business people watch you to judge whether you're an asset or liability. Any time you reveal (intentionally or unintentionally) that you might be a liability, business people consider that a red flag. If you send up too many red flags, employers won't want to hire you and professionals won't want to work with you.

In this class and in the marketplace, red flags may include

- improperly using technology during meetings (texting, facebook)
- completing unrelated work during meetings
- using offensive language arbitrary
- expressing hostility (eye rolling, sarcasm, mockery, pandering, condescending)
- ridiculing classmates or my colleagues
- responding defensively to constructive criticism

Note: One local business leader I know says "perception is reality." Therefore even if you appear to be doing these things to me, you'll still lose professionalism points. The key to overcoming this is communication, so if you're concerned I might misinterpret something you're doing in this class, please talk to me about it before it becomes a problem.

6. OTHER ADMINISTRATIVE DETAILS

6.1. 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>

6.2. 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>

6.3. 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