

## GEB5215: PROFESSIONAL COMMUNICATION

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 Office Hours: Tuesday, 8:30am-10am; and by appointment

### REQUIRED MATERIALS

Provided on Canvas course site

### COURSE DESCRIPTION

This course provides information for delivering high-impact presentations and engaging speeches. Participants develop presentation skills by applying the principles learned in class. By the end of the course, participants will have confidence and proficiency in delivering presentations.

### COURSE OBJECTIVES

At the conclusion of this course, participants will

- know how to speak dynamically
- understand how to present for a particular audience and purpose
- structure a presentation for clarity and conciseness
- use visual aids to improve a presentation
- know how to create and present a persuasive presentation
- focus nervousness to their advantage

Please understand that I have extremely high expectations for your performance. Feedback will be honest, as honest feedback is necessary to improve your speaking and presenting skills. In return, I expect that you are attentive and practice your skills. The course philosophy is “hear one, see one, do one.”

### E-MAIL ETIQUETTE

Consider your email communication as practice for the style you will adopt in business settings. In other words, your communication should be formal in the beginning (*Dear Dr. Limon*), and can become more informal as we continue our communication. Include the following information in your email:

- Your purpose for writing, frontloaded (don't forget a concise, yet descriptive, subject line)
- Your availability: two or three days and times, if requesting an appointment
- Your name followed by your cohort, section number or day/time of class meeting (I teach multiple sections each module)

### COURSE GRADING

#### 1. Recommendation Presentation: 100 points

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	S
Grade Points	4.0	3.67	3.33	3.0	2.67	2.33	2.0	1.67	1.33	1.0	.67	0
Percentage	100-93	92-90	89-87	86-83	82-80	79-77	76-73	72-70	69-67	66-63	62-60	59-0

**ATTENDANCE POLICY**

Attending class is important due to the information conveyed and the in-class exercises that enhance the learning process. The following attendance policy will be enforced:

- You are considered absent if you are not in your seat within 10 minutes of the scheduled start of class.
- You are considered absent if you leave class early.
- The following will be enforced:
  - For the first absence, 5 points will be deducted from your final grade.
  - For the second absence, 10 points will be deducted from your final grade.
  - You will receive a failing grade if you miss 3 or more classes.

**LATE ARRIVAL POLICY**

Arriving to class at its scheduled start time is both professional and respectful. Arriving to class late is deemed unprofessional and disrespectful, and it is disruptive to other students and the instructor. The following policy will be enforced when arriving late to class:

- You are considered late if you are not in your seat at the scheduled start of class.
- For every time you arrive to class late, 5 points will be deducted from your final grade.

**ACADEMIC HONESTY**

University policy requires that we remind you of the common sense values embodied in the University Honor Code. We assume that you are all familiar with the policy on academic honesty as stated at [http://www.reg.ufl.edu/01-02-catalog/student\\_life/](http://www.reg.ufl.edu/01-02-catalog/student_life/). It will be assumed that the following pledge will pertain to all work you submit in this and all courses at UF: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." Needless to say, plagiarizing the work of others or of online documents is not only a sign of inadequate character, but unnecessary insecurity about one's ability.

**STUDENTS WITH PHYSICAL DISABILITIES**

The classrooms used for your class should prove effectively accessible, but please let your instructor know if you require any special accommodations. The official statement on ADA issues states: "Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation." Moreover, please rest assured that your instructors will do everything they can to support your individual needs and concerns.

**ASSURANCE OF LEARNING**

Each program at the Warrington College of Business Administration has developed goals and objectives that express the most valued skills and knowledge that students should be able to demonstrate upon completion of the total learning experiences in that program. The following goals and objectives are specifically mapped to **GEB5215**.

The **MBA** program goals and objectives that apply to this course are:

Learning Goal 1: Program graduates will be effective communicators.

- 1B. Our students will deliver professional quality speeches.
- 1D. Students will present data to groups clearly, concisely, and at an appropriate level of detail.

**RECORDING POLICY**

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises

involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

## Tentative Schedule

Date	Topic	Due
Meeting 1	Topic(s): <b>Overview and Introductions</b> -Course Overview -Introductions	
Meeting 2	Topic(s): <b>Structure and Messaging</b> -Reasons: Why You Are Presenting. -Audience: Who's In It and How To Analyze Them -Information: Different Types -Communication Opportunity Management: Right Message, Right Time -Persuasion: Persuasive Approaches to Convince the Audience -Recommendation Structures: GRTI & RIB Structures -Storytelling Your Presentation: Be The Hero, Defeat The Villain	<ul style="list-style-type: none"> <li>• <b>Before Class Watch Videos:</b> <u>Reasons</u>, <u>Audience</u>, <u>Information</u>, <u>Communication Opportunity Management</u>, <u>Persuasion</u>, <u>Structure</u>, <u>Storytelling Your Presentation</u>,</li> <li>• Bring Your: <ul style="list-style-type: none"> <li>○ Completed recommendation structure outline</li> </ul> </li> </ul>
Meeting 3	No Class!	
Sept. 10	Topic: -Practice Video and Executive Presence Index	<ul style="list-style-type: none"> <li>• <b>Before Completing the Exercise, Watch Videos:</b> <u>Delivery Skills</u></li> <li>• Recording and Executive Presence Index Assignment</li> </ul>
Meeting 4	Topic(s): <b>Delivery</b> -Delivery -Exercise: Practice Recommendation Presentation	<ul style="list-style-type: none"> <li>• Be prepared to deliver your recommendation presentation</li> <li>• Bring video to class</li> </ul>
Meeting 5	Topic: <b>Exercises</b> -Exercise: Virtual Discussion -Slide Strategies: Creating Impactful Slides -In-Class Exercise	<ul style="list-style-type: none"> <li>• <b>Before Class Watch Videos:</b> <u>Slide Strategies</u>, <u>Virtual Discussions</u></li> <li>• Virtual Discussion Exercise</li> <li>• Bring Your: <ul style="list-style-type: none"> <li>○ Edited recommendation presentation slide deck</li> </ul> </li> </ul>

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Meeting 6	Topic(s): <b>Putting It All Together</b> -Exercise: P.E.T. -Exercises -Review	<ul style="list-style-type: none"><li>• P.E.T Exercise</li><li>• Recommendation Presentation Outline and Slide Deck</li><li>• Be prepared to deliver your recommendation presentation</li></ul>
Meeting 7	Topic(s): Go Time: Final Recommendation Presentations	Final Recommendation Presentation Submission