

GEB 3218: Professional Speaking in Business

Tuesdays, 10:40am-11:30am

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Office Hours	Tuesday's, 1-2:30pm; and by appointment

REQUIRED MATERIALS

- Target Copy

COURSE OVERVIEW

Oral communication skills are an important part of today's professional environment. Employers consider an employee's ability to orally communicate his or her thoughts and ideas in a concise and articulate manner as one of the most important skills they can possess. From the interview process, to interpersonally communicating everyday in the office, to delivering formal and informal presentations, what we say and how we say it impacts how others perceive us at work, which can have a tremendous influence on our career trajectory. This course focuses on teaching students the communication skills that are integral to being successful in the business world. Students are taught communication skills for interviewing, formal and informal speaking and presentations, interpersonal conflict, and communicating with a diverse audience. In addition, students will have the opportunity to practice newly acquired skills through exercises and formal class presentations. By the end of the course, participants will have the oral competencies to communicate effectively at work.

OBJECTIVES

Through successful completion of GEB 3218, students will be able to

1. Demonstrate how to deliver effective presentations and speeches.
2. Understand the importance of nonverbal communication.
3. Identify important elements when interviewing for a job.
4. Explain the role of communication in the workplace.
5. Handle conflict situations in the workplace.
6. Listen competently.

LARGE LECTURE AND BREAKOUT SESSIONS

This course is designed so that you receive the majority of information in large lecture and develop the skills discussed in large lecture in the breakout sessions. In the breakout sessions, you will engage in exercises, deliver presentations, and develop your presentation and communication skill set. The role of your breakout session leader is to coach you and my role is to provide you information to apply in the breakout sessions. Therefore, your breakout session leader will not lecture on the topics I lectured on in class, rather, it is expected that you attended large lecture and apply that information in the breakout session.

COURTESY

I expect polite behavior in this class, and that you treat others (including me) with respect, dignity, and consideration. When I am speaking, do not have a discussion with others. When others are speaking or asking questions, be polite, listen and do not create an environment where anyone is afraid to ask questions. If you are engaging in any type of behavior that is deemed disruptive or disrespectful by the instructor, you may be asked and required to leave for the rest of that class period.

EXPECTATIONS & RESPONSIBILITY (THE KISH CLAUSE):

This class uses a standard grounded in the corporate and business world. We expect for students to (1) complete all assignments on time; (2) consistently attend the break-out classes and; (3) fully participate in all class activities. We expect that you will take this class very seriously. We take this class seriously. We believe that students need to be fully responsible for their decisions and actions. Not being prepared with assignments that are due that day result in a deduction of ten points off of your final grade. Students should consider their behavior in the context of having a job. You should ask yourself: "How would my boss respond to my behavior?"

EVALUATION

You are evaluated based on your performance on exams, presentations, exercises, breakout session attendance, and other assignments. Throughout the semester, there may be various other assignments not listed that you are responsible for completing, and those assignments affect your grade. Those assignments will be announced in class. When completing your work, be mindful of what A, B, C, D and F work represents, for this is how your assignments will be graded. An "A" means that your work is superior and excellent. You have fulfilled the assignment perfectly, and done so in a manner that is

outstanding. A “**B**” means that your work is above average. Your work is similar to an A, but it falls short of being outstanding in some areas. A “**C**” means that your work is average. Although the work might be decent, it is not spectacular and has not met some of the standards the assignment calls for. A “**D**” means below average work. Much or most of the work is unacceptable, but some of it demonstrates the general idea. An “**F**” means that the work is unacceptable.

Note that nowhere is there a grade for effort. It is true there is a substantial relationship between how much effort one puts into an assignment and one’s grade, but it is not always a positive one. Sometimes a person works hard but still did not meet the objective or worked hard at something incorrectly, leading to undesirable results. You are evaluated on your execution of the assignment, not effort.

The points for each assignment are presented in Table 1.

Table 1
Weighting of Assignments

Evaluation	Points	Percentage
Conference Presentation	100	25%
Team Case Presentation	125	31%
Recommendation Presentation	150	38%
Quizzes	25	6%
Total	400	100%

A=100%-93%, A-=92%-90%, B+=89%-87%, B=86%-82%, B-=81%-80%, C+=79%-77%, C=76%-72%, C-=71%-70%, D+=69%-66%, D=65%-63%, D-=62%-60%, E=59% and below.

LATE WORK AND MISSED EXAM POLICY

- Late work is not accepted and results in a zero for that assignment, or a severe penalty if what is submitted late is part of a larger assignment or presentation.
- If you miss the exam, you get a zero for that exam. Make-up examinations are not allowed.

Only in very **rare cases** are exceptions made. Official supporting documentation must be submitted such as a doctor’s note, death certificate, police report, and so on, before any consideration is given. It is at the discretion of the breakout session leader and/or me if there will be a make-up exam or late work accepted.

If circumstances should arise that cause you to miss a presentation or submit work late, it is your responsibility to personally contact the breakout session leader before the assignment is due, have proper documentation, and make the request. We will not review or consider requests made after the work is due, the presentation is due, or the exam was taken. Much of the dislike for dealing with this situation are the excuses that accompany these requests that demonstrate a lack of ownership, accountability, and responsibility. Excuses I have heard that are not legitimate are

- “I was busy with other classes”
- “I am super busy and overwhelmed” FYI- We all are!
- “My alarm did not go off”
- “I did not hear my alarm”
- “I slept through my alarm because I was up late”
- “Something was wrong with the printer”
- “Something was wrong with my computer”

In sum, **complete all assignments on time and there will not be any problems.**

GRADE DISPUTE POLICY

You have three days after grades are posted or returned to bring to the attention of your breakout session leader or me that you are disputing a grade or that you believe there is an error with your grade. After three days, we will not discuss your grade for that particular assignment or exam. Submit in writing clear and reasoned evidence why your grade is higher than the grade you received. Understand three outcomes can occur when we review your grade: your grade can go up, your grade can down, your grade can stay the same. Be mindful of those three outcomes.

ATTENDANCE POLICY

Attending Breakout sessions 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/. 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.”

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 **GEB3218**.

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

Goal 3: Possess effective communication skills.

3B. Speak in groups and in public clearly, concisely, and analytically, with appropriate use of visual aids.

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.

GEB3218 Tentative Schedule (Subject to change)

Large Lecture Date	<u>Large Lecture (Meet on Tuesdays)</u>	<u>Breakout Section</u>
Jan. 9	-Class Overview -Elevator Pitch	-Ice breakers
Jan. 16	-Conference Presentation Structure -Information	-Presentation Orientation Day -Conference Presentation Outline Exercise
Jan. 23	-Executive Presence	-Delivery Exercises
Jan. 30 P&G	-Guest Speaker	-Team Conference Presentation Practice
Feb. 6	-Conference Slide Strategies	-Conference Slide Strategy Exercise
Feb. 13 CAPs- int	-Interviewing	-Individual Conference Presentation Practice <ul style="list-style-type: none"> • Come to class prepared to deliver your conference presentation • Bring Outline and Slide Deck
Feb. 20	-Tone, Context & Topic	-Conference Presentations
Feb. 27 BCS	-Business Career Services	-Conference Presentations
Mar. 8	Best Practices for Virtual Discussions No combined f2f meeting.	-Presentation Review
Mar. 12	Spring Break	
Mar. 19	-Consulting/Case Competition Presentation Approach <ul style="list-style-type: none"> • Structure • Slide Deck 	-Team Case Presentation Assignment and Overview -Team Dynamics Discussion
Mar. 26	-Reasons and Audience -Recommendation Structures	-Team Case Presentations
Apr. 2	-Communication Opportunity Management: Right Messages, Right Time -Persuasion	-Recommendation Presentation Discussion -Credibility, Emotional Appeals, & Logic Exercise
Apr. 9	-P.E.T. Method for Messaging -Boardroom Slide Strategies	-P.E.T. Exercise <ul style="list-style-type: none"> • Come to class with your recommendation outline and slide deck.
Apr. 16	-Personal Branding	-Recommendation Presentations
Apr. 23	-Review	-Recommendation Presentations
May 30	Finals Week	-Make-up week
	-Outline and Slide Strategy Review <ul style="list-style-type: none"> • Bring your outline and slide deck for your conference presentation • 	

	<p>-Influence Techniques- Cialdini Video No combined meeting. Watch video</p>	
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