



**Sam Houston  
State University**

**College of Business Administration  
Department of General Business and Finance**

**BUAD 2321-04 Design and Presentation of Business Projects**  
**Tu/Th 8:00 – 9:20 pm SHB 204**

### **Course Syllabus – Fall 2017**

**Professor** Ashly Smith, Ph.D.  
**Office** SHB 200M  
**Email** [ashlysmith@shsu.edu](mailto:ashlysmith@shsu.edu)

**Office Hours** Tu/Th 11:00 am – 12:00 pm  
Wed 9:00 – 12:00 am  
Other times by appointment

#### **Required Materials**

Hamilton, Cheryl. Communicating for Results: A Guide for Business and the Professions, 11th Ed. (Cengage, 2018)

In addition, students will need the following:

- Reliable access to a computer with Microsoft Office software and internet
- Reliable access to a working printer
- Something with which and on which to take notes

#### **Course Description**

The focus of this course is designing and delivering effective business presentations. Students will design/develop effective visual aids which will be used in their presentations using computer-assisted software.

#### **Teaching/Learning Strategies**

Delivery of course material will be accomplished through lectures, readings, assignments, and experiential learning activities.

#### **Course Objectives**

At the end of this course, students will be able to:

- Understand the basic principles of ethical professional communication.
- Design and deliver business presentations with various purposes (to inform, to convince, to cause action, to inspire/entertain).
- Analyze and adapt presentations to business audience interests and knowledge levels.
- Differentiate between effective delivery methods and techniques (including computer graphics) to support presentation content.
- Critically and systematically listen to and evaluate oral business messages.

#### **Course Requirements**

- *Preparation for class.* You are expected to have read the assigned material before the class during which it is discussed. Students are responsible for assigned readings whether they are discussed in class or not.
- *Regular and punctual class attendance.* Roll will be taken every class period (See Absence & Tardy Policy).
- *Participation in all class activities.* Class sessions provide opportunities to practice your communication and team building skills.

- *You are expected to attend classes where students are giving presentations. If you do not attend a class meeting when other students are scheduled to give their presentations, you will be docked ten (10) points from your presentation for each day you do not attend.*
- *Computer proficiency is essential*, especially in the use of PowerPoint® graphics software and the use of the Internet in conducting research. All written assignments are to be typed.

## **COURSE GRADING, ASSIGNMENTS, AND RELATED POLICIES**

### **Examinations/Homework**

Scheduled tests will be given in objective and/or written format. Selected problems and readings will be assigned. Students are responsible for material in assigned chapters and on handouts whether it is discussed in class or not. Students are expected to participate in class and to bring textbooks to class. Students are expected to complete all assignments on the due date, prior to class. Presentations must be given on day you are scheduled; otherwise you will forfeit your grade. **All writing assignments must be typed and in proper business format.**

*Missed examinations:* In the event that you miss an examination for any reason, you will be required to make up that examination within one week of the date of the exam. It is your responsibility to seek out your professor and schedule the makeup examination. Failure to schedule and complete your makeup examination within one calendar week of the scheduled exam will result in your receiving a zero for the examination. Note that if you miss an examination you will be given either an oral examination or an essay examination for the makeup exam.

*Any assignment missed due to an excused absence* must be completed within one week of the missed assignment due to an excused absence. Again it is your responsibility to schedule and complete any makeup assignment with your professor. Similarly, you are responsible for reviewing your scores in Blackboard and making sure that all assignments have been turned in. In the event that an assignment is not completed within one week of an excused absence a zero will be recorded.

### **Grading System**

<b>Assignments</b>	<b>Points Possible</b>
Reading Tests (4 non-cumulative; 50 pts each)	200
Impromptu Speech	25
Effective Listening Exercise	50
Interview	100
Informative Presentation	200
Team Persuasive Presentation	200
Special Event Speech	75
Peer & Self Assessment Reflections	100
Professionalism	50
<b>Total Possible Points</b>	<b>1000</b>

### Grade Distribution

Points Earned	Corresponding Letter Grade
900-1000 pts	A
800-899 pts	B
700-799 pts	C
600-699 pts	D
Below 600 pts	F

**Note: All cut-offs are firm.** Grades will not be curved. Also, the proper time to challenge a score on an assignment is within 48 hrs of receiving your score, not at the end of the semester.

## OVERVIEW OF MAJOR ASSIGNMENTS

### Impromptu Presentation

Much of daily business communication requires impromptu speaking, including asking and answering quick questions from co-workers, supervisors, and customers; participating in meetings; networking; and more. This assignment will focus on networking interactions, but it will provide a strategy for responding in any impromptu speaking opportunity.

### Interview Presentation

An interview is any meeting in which the participating parties are seeking information. One of the most well-known types of interviews is employment interviews. In the workplace, it is important to understand how to be an effective interviewer and interviewee. We'll discuss both roles in this class, and you will perform in one of these two roles for this presentation.

### Informative Presentation

Delivering factual information in an effective manner is essential for long-term professional success. Through this assignment, you will practice analyzing your audience and developing a presentation that is engaging and informative. You will also practice developing and using effective verbal and visual support.

### Team Persuasive Presentation

In addition to informing audiences, business professionals are often working to change the audience's mind or course of action. This presentation will provide you practice with persuasive speaking and with coordinating and presenting with a team.

### Special Event Presentation

Successful business professionals are often asked to deliver special event presentations. We will focus on six common types of special event presentations: giving or accepting an award, introducing a speaker, welcoming attendees, after-dinner speaking, and celebrating an accomplishment or milestone. You will select one type of special event speeches to deliver.

### Tests

There will be four, non-comprehensive tests over textbook and lecture material. You will need a scantron with at least 50 answer rows. The color of the scantron does not matter.

### **Effective Listening Exercise**

Effective listening is one of the most desired communication skills in prospective employees. Through this exercise, you will analyze and demonstrate effective listening strategies and skills.

### **Peer and Self Assessment Reflections**

One of the best ways to improve presentation delivery is to watch and critique your presentations. Therefore, throughout the course, your first four presentations will be recorded with a video camera and made available to you. You will write short reflections on your strengths, weaknesses, and strategies for improvement.

Research also shows that self-assessment is often biased, with people judging themselves either harsher or easier than they may deserve. To counter this internal bias, you will also provide feedback to about four (4) other students in the class. We'll form groups early in the semester.

### **Professionalism**

Your performance and participation in class will be assessed through the Professionalism category. Unprofessional behavior includes but is not limited to use of devices for purposes not related to the course; rudeness to classmates, the instructor, or other visitors; sleeping; not participating in or completing in-class activities; and more.

## **COURSE OPPORTUNITIES**

**(Or, How to Improve Your Performance in the Course)**

### **Extra Credit Opportunities**

A variety of extra credit opportunities will be available throughout the semester. Details for these opportunities and the requirements for earning credit will be available on Blackboard. A student may earn up to 20 extra credit points by fulfilling the requirements for an event.

### **Academic Success Center Speech Consulting**

The Academic Success Center offers feedback on speech delivery. You may earn up to half of a letter grade of extra credit on one of the 5 major presentations in this course by practicing your speech with a speech consultant at the Academic Success Center. Proof must be provided to the instructor that you participated in the session. Contact and scheduling information can be found through the following link: <http://www.shsu.edu/centers/academic-success-center/index.html>.

### **Attendance & Tardy Policy** *(Both an opportunity and a policy)*

Attendance is essential and expected. If you are unable to commit to punctual attendance, it is advisable to wait until you are able to make the commitment. Attendance will be taken at all class meetings. An absence will result in zero credit for that day's quizzes/exams, in-class letters, and other time-sensitive assignments—with the exception of extreme circumstances (in which case, arrangements for work must be made ahead of time with the instructor). Students with perfect attendance (no tardies; no leaving early) will be rewarded with 10 bonus points at the end of the semester.

Students are allowed up to six class periods of absences without penalty in a TTh or MW class; beyond the sixth absence, the grade of "F" will be recorded for the student. Only absences documented by the university (on official letterhead; not from campus health)—such as letters for student-athletes, student representatives, or other instances in which the student is representing the university—will be "excused." No other absences are excused. Tardiness or leaving early counts as one-half absence. If a student is tardy, it is his/her responsibility to inform the professor

at the end of the class period, or the tardy will be counted as an absence. Reminder, if you miss class on a day when other students are presenting, you will lose ten (10) points from your score for that assignment.

## **COURSE POLICIES**

### **(Expectations, University Policies, and Other Things to Remember)**

#### **Classroom Conduct**

Only registered students may attend class. Students are expected to assist in maintaining a classroom environment that is conducive to learning. Students are to treat faculty and other students with respect. Students are to turn off all cell phones and other electronic devices while in the classroom. Under no circumstances are cell phones or other electronic devices to be used or seen during times of examination or during presentations. Computers are to be used for in-class assignments only. Student who fail to meet the classroom conduct expectation will be asked to leave the class for that class meeting—effectively earning a half-absence and forfeiting any points earned in class that for that meeting.

#### **Academic Integrity Expectations**

An act of academic dishonesty, even a first offense, places the student in jeopardy of severe forms of disciplinary action, including dismissal. **The work you submit for evaluation in this course must be your own.** Academic dishonesty includes cheating, falsification of information/citations, plagiarism, interference (with another student's work), and aiding others to commit an act of academic dishonesty. In accord with this policy, the instructor will cooperate with administrators in detecting (SafeAssign), documenting, and reporting any person committing an act as described above.

Avoid even the appearance of cheating. If a student is looking at another student's paper during an exam, it will be assumed that the purpose is to cheat, and will be documented as such. Speech material must be original. Any infraction of this policy will result in a failing grade for the entire course, no exceptions. In this course, emphasis is placed on the following: ethical behavior; conveying honest and accurate information; showing equal treatment through non-sexist and nondiscriminatory writing; exhibiting fair-mindedness, a sensitivity to the feelings of others, and respect for human rights.

#### **Student Absences on Religious Holy Days Policy**

Following the Texas Education Code, a student is excused from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. The student must request to be excused for religious observance with a written statement concerning the religious holy day(s) within the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

#### **Disabled Student Policy**

Any student with a disability that affects his/her academic performance should contact the Office of Services for Students with Disabilities in the SHSU Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786) to request accommodations.

**F17 BUAD 2321-06 – Weekly Schedule**

Dates	Topic	Readings
8.24	Course Overview; <i>The Communication Process</i>	Chapter 1
8.29 & 8.31	(Tu) <i>Communication in the Workplace</i> (Th) <i>Overcoming Obstacles to Communication in the Electronic Age</i>	Chapter 2
9.5 & 9.7	(Tu) <b>Test #1</b> – Chapters 1, 2, & 6 (Th) <i>Handling Conflict, Diversity, &amp; Relationships in the Workplace</i> ; Begin impromptus	(Tu) (Th) Ch 3
9.12 & 9.14	(Tu) <i>Participation &amp; Leadership in Teams</i> ; Impromptus (Th) <i>Effective Listening</i> ; Impromptus	(Tu) Ch 10 (Th) Ch 4
9.19 & 9.21	(Tu) <i>Nonverbal Communication</i> (Th) <b>Test #2</b> – Chapters 3, 10, 4, & 5; <b>Listening Exercise due</b>	(Tu) Ch 5 (Th)
9.26 & 9.28	(Tu) <i>Basic Information for All Interview Types</i> ; <b>Round 1 Self &amp; Peer Reflections due</b> (Th) <i>The Employment Interview -- Interviewer</i>	(Tu) Ch 7 (Th) Ch 8
10.3 & 10.5	(Tu) <i>The Employment Interview -- Interviewee</i> (Th) Reynolds and Reynolds Guest Lecture	(Tu) Ch 8 (Th) Review Reynolds and Reynolds website, reyrey.com
10.10 & 10.12	(Tu) <b>Interview Presentations</b> (Th) <b>Interview Presentations</b>	(Tu) (Th)
10.17 & 10.19	(Tu) <i>Informative Presentations: Plan, Research, Organize &amp; Deliver</i> (Th) <i>Verbal and Visual Supporting Materials</i>	(Tu) Ch 11 (Th) Ch 12
10.24 & 10.26	(Tu) Informative Presentation Workshop; <b>Round 2 Peer and Self Reflections due</b> (Th) Test #3 – Chapters 7, 8, 11, & 12	(Tu) Bring <b>printed</b> draft of informative presentation PowerPoint, up to 3 slides per page in B&W (Th)

10.31 & 11.2	(Tu) <b>Informative Presentations</b> (Th) <b>Informative Presentations</b>	(Tu) <b>All</b> PowerPoints submitted to Blackboard by 7:30 am (Th)
11.7 & 11.9	(Tu) <b>Informative Presentations</b> (Th) <i>Small Group Communication &amp; Problem Solving</i>	(Tu) (Th) Ch 9
11.14 & 11.16	(Tu) <i>Persuasive Presentations</i> ; <b>Round 3 Peer and Self Reflections due</b> (Th) Effective Team Presentation Delivery	(Tu) Ch 13 (Th)
11.21 & 11.23	(Tu) Team Presentations Workshop (Th) <b>Test #4</b> – Chapters 9 & 13	(Tu) Bring <b>printed</b> draft of informative presentation PowerPoint, up to 3 slides per page in B&W (Th)
11.28 & 11.30	(Tu) <b>Team Presentations</b> (Th) <b>Team Presentations</b>	(Tu) (Th)

Final Exam Meeting		
Tues, Dec 5 8:00 – 10:00 am	(Th) <b>Special Event Speeches; Final Peer and Self Reflection</b>	

**Professor reserves the right to make changes to the policies and schedule as necessary.**