

SAM HOUSTON STATE UNIVERSITY
College of Business Administration
Department of General Business and Finance

Course Syllabus – Spring 2018 (ONLINE)
BUAD 2321 Design and Presentation of Business Projects

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Office Hours:

This course will be conducted fully online. Any and all appointments for consultation with Dr. Wesner will occur virtually. I will not be keeping regular office hours at Sam Houston this semester, so if you need an appointment, just email me and we will set up a time to meet virtually. For this reason, each student is required to develop a Skype account at this time (www.skype.com). More on Skype later in this syllabus.

Required Texts and Other Materials:

Hamilton, Cheryl. *Communicating for Results: A Guide for Business and the Professions*, 11th Ed., Wadsworth, 2009

Hampsten, K., & Wesner, B.S. (2015). *Online Like a Boss! A Comprehensive Guide for Taking the Guesswork out of the Online Communication Experience* (2nd Edition).
Debuque, IA: Kendall Hunt. ISBN-13: 9781465274380.
http://www.kendallhunt.com/online_like_a_boss/

NOTE: You can buy *Online Like a Boss* here:
https://www.kendallhunt.com/online_like_a_boss/

You must also develop a Skype account (www.skype.com) to facilitate communication in the course. The account is free!!!

A YouTube account. No you will not have to post all of your speeches online for the world to see, but you will be uploading your videos to YouTube and sending me a private link so that I can see them. I will give you detailed instructions on how to upload a bit later in the course, but it is a good idea to set up your YouTube account now.

A computer with audio and video capability. You will be recording a lot of video for this course, so having extra storage is an excellent idea as well.

An Internet connection. While this seems somewhat obvious considering the virtual nature of the course, you **MUST** have a reliable high-speed Internet connection that you can access at will. Nothing will make this course worse than unreliable Internet.

Why we need 2 books: I am more than aware that textbooks are expensive. After all, I spent over 22 years in school to get a PhD. So why am I making you buy a second book? The reason is simple. After teaching online for a number of years, I have found that more than a few challenges exist. So, I worked to write a book that helps to address those challenges. Online Like A Boss (shown above) is that book. As you will see from the readings and discussion...this book will make a difference in how you perform online. And just so you don't think I am padding my pocket on this thing, all money derived from the sale of my book to students at Sam Houston is donated back to our business school by me...so I don't make a dime off the sale of this book to my students.

Course Description:

GBA 2321 DESIGN AND PRESENTATION OF BUSINESS PROJECTS. This course focuses on the design and presentation of business information using current technology to enhance communication. Theory and principles are studied as they apply to the development of competency in formal business speaking.

Teaching/Learning Strategies:

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

Note that due to the virtual nature of this course, I will record micro-lectures each week which will be posted to blackboard. These lectures will allow you to get a sense of what I believe are the most important aspects discussed in each chapter. However, do not be fooled into thinking that the information presented is all that I care about or that you will not be held accountable for additional information in the text. Due to the virtual nature of the course, reading and review of the chapters by you is of the highest importance.

Also NOTE: I normally upload my lectures on Monday morning.

Course Objectives:

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

- Understand basic principles of business and professional communication
- Understand and appreciate the principles of designing and delivering business presentations
- Analyze and adapt presentations to audience's interests and knowledge levels
- Understand the most common purposes of business presentations—to inform, convince, and cause action
- Understand how to design and deliver special occasion presentations in business
- Differentiate between effective and ineffective delivery methods and techniques
- Use computer graphics software to support presentations
- Critically listen to and evaluate presentations
- Understand the ethical responsibilities of business presenters

Course Requirements:

1. Preparation for class. PowerPoint® slides for each textbook chapter are available on the Blackboard course site. Students are responsible for assigned readings whether they are discussed in class or not.
2. You will need reasonable levels of computer proficiency, especially in the use of PowerPoint® graphics software, Skype, and the use of the Internet in conducting research. **All written assignments are to be typed.**

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 complete all assignments **on the due date**. Presentations must be given **on day you are scheduled**, otherwise you will forfeit your grade (see below). **All written assignments must be typed and in proper business format.** Note that as this is a virtual course, there is no excuse for missing an assignment or attempting to turn one in late. You know about the assignments well in advance and are given ample time to complete them. No late assignments will be accepted. Note that Internet difficulty is NOT an acceptable excuse for late work. You **MUST** have a backup plan and work ahead to make sure that all assignments are turned in on time. Late assignments are never accepted.

Examinations: All examinations will be open for a **24-hour period on the date of the exam**. Exams will be timed, allowing you one hour to complete them. It is of the highest importance that you have a reliable Internet connection while completing the exam. In the event that you make a claim of technical difficulty that prevented exam completion, I will contact IT to verify the outage. If there was no such outage, you will not be given credit for the exam or allowed a makeup. As you have a 24-hour period to complete the exam, no excuse for missing the examination will be accepted. You **MUST** complete all assignments and exams by the due date indicated on this syllabus. **Note that every assignment or exam is due at midnight on the date the assignment or exam is due.**

Grading System:

Assignments	Points
Tests over reading assignments (non-cumulative) 4 @ 25 pts. ea.	100
Introduction Speech	25
Interview	75
Listening Exercise	25
Special Event Speech	25
Informative Presentation	100
Sales Presentation	100
Total Possible Points	450

Grade Distribution:

90-100%	A
80-89%	B
70-79%	C
60-69%	D
59% and below	F

All cut-offs are firm. Grades will not be curved.

ALL assignments must be completed. Failure to complete any assignment will result in a final grade of F for the semester.

Attendance Policy:

Due to the virtual nature of this course, all assignments and exams are due on their due date. There are no exceptions to this rule and few if any excuses are good enough. Students should plan ahead and consider contingency planning to make sure assignments and exams are completed on time. Remember, your grade is your responsibility, so do not leave anything to chance.

Conduct:

Only registered students may participate in this class. Students are expected to assist in maintaining a virtual classroom environment that is conducive to learning. Students are to treat faculty and other students with respect.

The Big Five Rules: I have found that having a set of iron clad rules for class is a helpful thing. So, here is my set of rules and the consequences of breaking them.

1. You have 72 hours from the time a grade is posted on blackboard to challenge your score. After 72 hours all grades are final and will not be changed for any reason.
2. I do not round scores up for any reason. For example, an 89.999999% is a B and it always will be. Please do not ask me to round your score or “bump your grade up”.
3. It is entirely inappropriate to contact your professor at the end of the semester and ask for a grade increase or special treatment of any kind. To do this totally disrespects your professor, your classmates, Sam Houston State University, and yourself. Do not approach me at the end of the semester and request a grade that you did not earn.
4. All emails to your professor must contain a signature block and a subject line. In other words, you must sign all emails when you send them, and they must contain a subject line that clearly indicates what your email is about. In the event that you do not sign your emails to me or provide a subject line I will not respond to them. It is a pain to look up your email alias and try to find out whom I am talking to.
5. You are NEVER allowed to read a speech in my course. All speeches must be given in an extemporaneous (from key word notation) format. It is never OK to read a speech in this course, as doing so constitutes a style of speaking called manuscript presentation.

Manuscript takes years to learn to do well and is far beyond the scope of this course. I am very good at determining if you are reading to me, and I will give you a score of zero on the presentation if you attempt it. Please don't do it. Thanks!

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 (Turnitin.com), 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. Note that in an online class, this applies to examinations taken in computer labs. 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:

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student 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.

University Policy #861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in 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:

It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Disabled students may request help with academically related problems stemming from individual disabilities from their instructors, school/department chair, or by contacting the Chair of the Committee for Continuing Assistance for Disabled Students and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720.

Spring 2018 TENTATIVE SCHEDULE

Note that the books are designated separately: Communicating for Results (CFR) and Online Like a Boss (OLB).

Date	Topic/Assignment	Reading
1/17	Introduction to course & assignments Lecture for Day One.	Chapter 1 (CFR) Chapter 1 (OLB)
1/22	<i>The Communication Process</i> <i>Organizational Communication</i>	Chapter 2 (CFR) Chapter 2 (OLB)
1/29	<i>Overcoming Obstacles to Communication in Organizations</i> Speaking anxiety, impromptu speaking principles (Thurs) Introduction Speech Due (Professional Pitch)	Chapter 6 (CFR) pp. 156-163 pp. 330-331
2/5	<i>Effective Listening</i> (Tues) Listening Exercise Due Listening, audience awareness (Thurs) Test 1(CFR Chapters: 2,6, & 4; OLB Chapters 1,2, &7),	Chapter 4 (CFR) Chapter 7 (OLB)
2/12	<i>Basic Information for All Types of Interviews</i> <i>The Employment Interview</i> Job interviews & performance appraisal interviews	Chapters 7 & 8 (CFR) Chapter 8 (OLB)
2/19	(Thurs) Interview due	
2/26	<i>Researching, Supporting and Delivering Your Ideas</i> Gathering supporting materials, choosing language (Thurs) Test 2 (CFR Chapters 7, 8, & 12; OLB Chapter 8) Introductions and conclusions	Chapter 12 (CFR)
3/5	<i>Professional Visual Aids</i> Creating notes & visual aids, rehearsing Using PowerPoint® <i>Informative Presentations</i>	Chapter 11 (CFR)
3/19	<i>Improving Interpersonal Relationships</i> <i>Nonverbal Communication</i> Establish teams and topics for Team Sales Presentations Team Meeting (Team Sales Presentations)	Chapter 3 (CFR) Chapter 5 (CFR) Chapter 4 (OLB) Chapter 3 (OLB)
3/26	Develop Informative Presentation outline and slides (Bring slides to class to be uploaded onto S-Drive) (Thurs) Special event speech due	
4/2	(Thurs) Test 3 (CFR Chapters 3, 5, & 11; OLB Chapter 3,4)	
4/9	(Thurs) Informative Presentations Due	
4/16	<i>Small Group Communication and Problem Solving</i> <i>Participation and Leadership in Teams</i>	Chapters 9 & 10 (CFR) Chapter 8 (OLB)
4/23	<i>Persuasive Presentations</i> Making team presentations	Chapter 13 (CFR)
4/30	(Thurs) Test 4 (CFR Chapters 9, 10, & 13; OLB Chapter 8)	
5/7	Sales Presentations due by 5:00 p.m.	

