

## McKendree University

The mission of McKendree University is to provide a high quality educational experience to outstanding students. ~Responsible Citizenship ~Engagement ~Academic Excellence ~Lifelong Learning~

### COM 310 –Business & Professional Presentations

Why Business & Professional Presentations? Effective communication is essential in the workplace and in every job. While many employees feel they communicate effectively while on the job, there is generally room for improvement, particularly during formal presentations. As a professional, you will be expected to be a confident speaker skilled in organizing and preparing clear, concise, and interesting presentations. This course will prepare you for the future by developing speaking and delivery skills, as well as critical thinking and analytical skills that focus on how to organize a presentation, solve problems, build persuasive arguments, and use your creativity.

Course Objectives Upon completion of this course, you will:

- Demonstrate conceptual understanding of communication skills associated with business and professional contexts.
- Demonstrate the communication and organizational skills associated with creating, developing, and presenting presentations.
- Demonstrate conceptual understanding of developing a professional resume.
- Demonstrate effective interviewing techniques.
- Gain an in-depth understanding of multiple career paths.

Teaching Philosophy My number one priority in the classroom is your learning. My goal is to encourage a learning environment where you will be engaged in the material, where you feel the freedom to ask questions, and share your viewpoints. Critical and creative thinking are an important part of learning. Questions are welcome! Chances are, if you have a question, you're not the only one with that question—ask it! I will respect you, and I expect respect in return for myself and for our fellow classmates. Please remember that I am here to help you learn and grow in this course. Please feel free to contact me via email, via phone, or via text.

### Course Policies

Accommodations and ADA Policy: In accordance with the Americans with Disabilities Act (ADA), McKendree University provides services, auxiliary aids, and accommodations to meet the unique learning needs of students with disabilities. Students with officially documented disabilities, medical needs, legal problems, or who are the victims of crime may qualify for educational accommodations. A student requiring assistance should contact the McKendree Student Success and Advising Center (SSAC). The SSAC provides coordination and implementation of special accommodations for students with documented disabilities. Students requiring accommodations for other issues should contact the instructor, Student Affairs, or Health Services. For further information regarding university or course policies, please consult with your instructor and/or refer to the catalog. Furthermore, please contact the instructor prior to assignment and/or exam due dates regarding any accommodations.

**Nondiscrimination:** Appreciation for diversity is one of the foundational aspects of the McKendree University Mission. In addition, the Student Handbook states that “McKendree University does not discriminate on the basis of race, religion, gender, ethnic background, age, disability, sexual orientation, or gender expression.” This class follows the same policy, and any failure to maintain these standards should be brought to my attention.

**Grade Access:** I attempt to return assignments within 48 hours of the final due date. I reserve the right to not accept late assignments. In the rare case that an extension is granted, I will assign the lowest priority to grading that assignment. Your grades will be updated on Blackboard. Please check your grades for accuracy. Notify me immediately if you see a discrepancy.

**Grade Challenges:** On occasion, you may earn a score you believe is inaccurate. In order to challenge your grade, I will ask you to review the grading criteria and your finished product. If you feel I have made a mistake, write a brief statement as to your reasoning and email it to me. We can then schedule an online or phone appointment to discuss the matter.

**Assignment Policies:** All assignments are to be completed by the due date and time. Assignments turned in late may not be accepted. If you fail to submit an assignment by the due date and time without contacting me in advance, you are not guaranteed make-up privileges. This will have a serious impact on your grade. If you are granted a make-up, your grade for the made-up assignment/exam may be lowered by up to 50% at the instructor’s discretion. NOTE: Assignments may close and you will not be able to access them after the due date and time.

**Schedule Changes:** Changes to the schedule may be made at your instructor’s discretion and if circumstances require. It is your responsibility to note these changes when announced.

**Evaluations** Near the end of this course, you will be asked to complete an anonymous departmental course evaluation inviting your opinions about the course. All responses will be carefully reviewed. However, they are unavailable to me until after final grades have been submitted.

<b>Assignment Checklist</b>		
	<b>Points Possible</b>	<b>Points Earned</b>
<b>Introductory Assignment</b>		
✓ PowerPoint Introductions Discussion Post & Replies	10	
<b>Module 1</b>		
✓ Discussion Post & Replies	25	
✓ Quiz	15	
✓ Reflection (Self-Directed)	5	
<b>Module 2</b>		
✓ Discussion Post & Replies	25	
✓ Quiz	15	
✓ Reflection (Self-Directed)	5	
✓ Presentation Idea/Contact Information Assignment	5	
✓ Presentation Evaluation (To be completed and emailed to the instructor from your identified contact person.)	50	
<b>Module 3</b>		
✓ Discussion Post & Replies	25	
✓ Quiz	15	
✓ Reflection (Self-Directed)	5	
✓ Interview Review Contact Person Assignment	5	
✓ Rough Draft Resume (Submitted via handshake to Career Services and Blackboard)	25	
✓ Final Resume (Submitted via handshake to Career Services and Blackboard)	25	
✓ Mid-term Feedback Survey	5	
<b>Module 4</b>		
✓ Discussion Post & Replies	25	
✓ Quiz	15	
✓ Reflection (Focus specifically on group project)	5	
✓ Group Assignment (To be completed entirely online in the Group Project section on Blackboard. Points earned will be based on the final post submitted by designated team member.)	10	
✓ Team Member Evaluation Form (You will complete the evaluation for each member of your team. Completing the form will earn 5 points. Your Team Member Grade will be calculated based on the average you earn from your other team members.)	5	
✓ Team Member Grade	10	
<b>Module 5</b>		
✓ Discussion Post & Replies	25	
✓ Quiz	15	
✓ Reflection (Focus specifically on listening exercise)	5	
✓ Final Feedback Survey	5	
<b>Application Module</b>		
✓ Presentation Outline	10	
✓ Presentation Reflection	10	
<b>Total Points Possible</b>	<b>400</b>	

## Grading Scale

Points Earned	Letter Grade	Percentage
374-400	A	94-100
358-373	A-	90-93
346-357	B+	87-89
334-345	B	84-86
318-333	B-	80-83
306-317	C+	77-79
294-305	C	74-76
278-293	C-	70-73
238-277	D	60-69
0-237	F	0-59

Assignment Explanations PowerPoint Introductions: In the first assignment, you will use PowerPoint to introduce yourself to the rest of the class. Tell us about yourself!

Your PowerPoint should consist of 5 slides, not including the title slide. (6 slides including the title slide) You should incorporate at least one animation and at least one graphic (photo, clip art, etc.) into the PowerPoint. You should also comment on at least 2 of your classmates' PowerPoint presentations.

Discussion Boards: Modules 1-5 each have a discussion board assignment. You will be answering questions based on the topic(s) of each module and will also be required to reply to at least two of your classmates' posts for each discussion board. Discussion board posts and replies will be graded based on the Discussion Board Rubric which can be found under "Syllabus" and then "Evaluation Methods" in the course.

Quizzes: Modules each have a quiz associated with them. The quiz questions are based on the topic(s) from each model. Once you start a quiz, you must complete it. You will have 45 minutes to complete each 15-question quiz.

Reflections: Modules 1-5 each have Reflection assignments associated with them. All reflections should be titled properly (see blackboard Module Readings & Reflections folder located in each module for explanation of what you should write about. This is a place for you to communicate directly with the instructor about what you learned in the module. Without textbook application (and citation), full points will not be awarded. Modules 4 and 5 will have specific reflections. In these modules, with specific questions, you will need to clearly and fully answer these questions (see below).

There is also a Presentation Reflection. You are strongly encouraged to complete the presentation reflection immediately after you complete the presentation assignment.

<p><b>Module 4 Reflection (5 points)</b></p> <p><i>Title this reflection, "Module 4 Group Reflection."</i></p>	<p><i>After completing the group project assignment, you will need to complete the Reflection for Module 4 based on your experience with your virtual team. You should address the following points:</i></p> <ul style="list-style-type: none"> <li>• <i>What was rewarding?</i></li> <li>• <i>What was challenging?</i></li> <li>• <i>What specific actions were most difficult to complete? Why?</i></li> <li>• <i>What difficulties might you encounter if you were using a virtual team to make a complex business decision?</i></li> </ul>
<p><b>Module 5 Reflection (5 points)</b></p> <p><i>Title this reflection, "Module 5 Listening Exercise Reflection".</i></p>	<p><i>Complete the Module 5 Reflection by addressing the following points about the listening exercise.</i></p> <ul style="list-style-type: none"> <li>• <i>The situation (person, setting, topic)</i></li> <li>• <i>Which approaches described in chapter 3 did you use to listen carefully and more effectively</i></li> <li>• <i>How your approach differed from the ways you usually listen</i></li> <li>• <i>The result of your approach</i></li> <li>• <i>What you learned about effective listening from this experience</i></li> </ul>
<p><b>Presentation Reflection (10 points)</b></p> <p><i>Title this reflection, "Presentation Reflection".</i></p>	<p><i>You should include the following:</i></p> <ul style="list-style-type: none"> <li>• <i>What you did well?</i></li> <li>• <i>What you didn't do so well?</i></li> <li>• <i>How did your preparation for this presentation affect the outcome of the presentation?</i></li> <li>• <i>What you will do to improve the next time you are asked to present?</i></li> </ul>

Feedback Surveys: There will be 2 feedback surveys in this course, a mid-term feedback survey (located in Module 3) and an end of semester feedback survey (located in Module 5). Successful completion of each by the due date will earn up to 5 points for each survey completed in full.

Presentation Assignment: As a requirement of this course, you will be presenting your own presentation. Presentation ideas must be approved by the course instructor. The presentation you complete must be completed and the evaluation form returned by the due date on the course calendar in order to earn points for the assignment. PLEASE NOTE: The contact person you identify to evaluate your presentation MUST email the completed evaluation form to the instructor by the due date and time. Failure to do so will result in a zero (0) grade for this assignment.

You may choose to present one of the following types of presentations: briefing, report, training, persuasive presentation, or other similar presentation. You may choose to present your presentation for your workplace, church, civic or community group, child's school, your school, etc. Although there is no true time "requirement" for the presentation, it should be of substance and consequence. Your presentation must have no less than 5 audience members and it cannot be completed by family or friends. The evaluator must be a 'professional' relationship (i.e. employer, teacher, co-worker, etc...). This presentation MAY NOT be a presentation that you are presenting as a requirement for another class.

1. Your first step in completing this requirement is this contact person assignment: • Submit your idea for your presentation including what you will be speaking on, to whom (group), and why. If you do not include all of this information, the full amount of points will not be earned. • Submit the name, credentials, and e-mail address of a contact person for the presentation within the group who is willing to complete a brief evaluation of your presentation. (This contact person will receive an evaluation form via e-mail from the instructor of this course and must agree to complete it electronically and e-mail the completed form back to the instructor. You will need permission from this contact person before submitting his/her information in this assignment. Contact them to confirm before sending their information to your instructor.) • Please submit the above information by posting on Blackboard by the due date listed.
2. Your second step will be to submit your outline for the presentation to the Assignment Applications Module. The due date and time for the outline can be found in the course calendar.
3. The third step is to present your presentation to your group.
4. After presenting to your group, you will complete the Presentation Reflection assignment in the Assignment Applications Module. The due date and time is listed in the course calendar. You may always submit this assignment (early) immediately after the presentation.

Interview Review: This assignment provides you with an opportunity to conduct a career research interview with a person who is currently doing the kind of job you want to do after earning your degree.

This assignment has two steps.

Step One • Submit the name, title, organization, e-mail, and phone number of the person you will be interviewing by clicking on the link on Blackboard and uploading it by the due date and time posted on the course calendar.

Step Two • After conducting the interview, you will be sharing a brief overview of what you learned in a discussion forum titled, Module 3 Interview Review Discussion Forum (located in Module 3). • Your

discussion should provide a solid overview of what you learned. Keep in mind your classmates will be reading and commenting on what you post. Share with them the things you learned that may apply to them as well. • Your discussion may include, but not be limited to: ▪ An overview of the interviewee's organization and job function ▪ A description of the interviewee's career path/background; how did they get to where they are? ▪ The interviewee's advice to students wanting to break into their profession • Be sure to post your discussion by the due date and time listed in the syllabus. • Don't forget to respond to at least two of your classmates' posts as well.

Resume Assignment: Before you create your resume, please visit [www.mckendree.edu/careerservices](http://www.mckendree.edu/careerservices), click on Student Resources, and then on the Career Planning Guides link. These guides will give you a great deal of information on how to create resumes and cover letters! You should follow these guidelines when preparing your resume. You can access the Career Planning Guides from the Readings & Reflections section of Module 3.

### Submitting Resume Assignment

Step One • To begin this assignment, you will want to review your textbook and additional readings for designing a resume. • Create or update an existing resume you have (yes, if you have a resume – you can add to it and update it BEFORE sending it to Career Services). Be sure to include your most recent coursework (if applicable), most recent educational achievements (awards, relatable coursework completed, completed degrees, etc...). • Submit the Rough Draft Resume to the Office of Career Services via the “handshake” link on MyMcK. You will login with your McKendree Credentials. • If you have questions about using the “handshake” platform, please contact Career Services. • Submit your rough draft to the assignment in Module 3 on Blackboard.

Step Two • Once you have posted your resume, it will be reviewed by Career Services, and you will have the opportunity to make revisions. They will email your feedback from your rough draft resume.

• Make revisions according to the feedback received by Career Services and RESUBMIT the final copy to Career Services via the “handshake” link on MyMcK. • Submit your final revised resume to the assignment on Blackboard. • Your earned points for the final resume will reflect how well you incorporated the feedback Career Services provided to you from the rough draft on your final copy.

NOTE: You will be submitting both the rough draft and the final resume to the “handshake” platform AND to the assignments on Blackboard. Failure to submit the assignments in both places will result in a grade reduction.

Group Project: This assignment provides you with the opportunity to be part of a virtual team. You and your group will be simulating the first organizational meeting of a hypothetical ongoing team project.

You will work with your virtual team in the Group Project section of our course. Your group's task is as follows: • Exchange member contact information (names and e-mail.) • Determine your team's purpose

(come up with a hypothetical task for your team—For example: What hypothetical problem will your team attempt to solve? What hypothetical event will your team attempt to plan? What hypothetical task will your team attempt to accomplish?) • Develop a set of team norms (task and relational.). • Assign task and relational roles to team members. • Schedule the next three hypothetical meeting times when all can be present (You will not actually need to meet beyond what is necessary for this assignment.) • Create a team name. • Determine the first five short-term goals for your group in terms of accomplishing the hypothetical purpose—What five goals are the top priorities? • Identify one person on your team who will compile ALL of the above information into 1 single and final post (or PowerPoint presentation) by the due date listed on the course calendar. (Worth up to 10 points)

After completing the group project assignment, you will need to complete the Module 4 Group Reflection (5 points) based on your experience with your virtual team. You should address the following points: • What was rewarding? • What was challenging? • What specific actions were most difficult to complete? Why? • What difficulties might you encounter if you were using a virtual team to make a complex business decision?

Team Member Evaluation Form:

- Complete the team member evaluation form. You will answer the questions about YOURSELF and EACH TEAM MEMBER. (5 points)

Team Member Grade • Your Team Member Grade will be calculated based on the average you earn from your fellow team members. (10 points)

Course Calendar & Due Dates All assignments must be submitted by 11:59 p.m. on due date. If you fail to submit your assignments at the assigned time without contacting me in advance, you are not guaranteed make-up privileges. This will have a serious impact on your grade. If you are granted a make-up, your grade for the made-up assignment may be lowered by up to 50%. In other words, late assignments may not be accepted. If a late assignment is accepted, your final grade may be lowered by up to 50%.