
GEB 5215 Professional Communication | 1

GEB5215: PROFESSIONAL COMMUNICATION

Instructor
Office
Telephone Number
Electronic Mail
Office Hours

REQUIRED READINGS

Packet obtained at Target Copy

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. XXX*), 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: 115 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

ACADEMIC HONESTY

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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." 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.

Tentative Schedule

Date	Agenda
Aug. 22	Topic(s): -Introductions -PowerPoint -Structure
Aug. 29	Topic(s): Baseline Skills Exercise (see instructions on p.5)
Sept. 5	Labor Day
Sept. 12	Topic(s): -Delivery Due: Come to class prepared to deliver the introduction and first key point of your presentation.
Sept. 19	Topic(s): -Reasons -Audience Due: <p style="text-align: center;"><u>Baseline Skills Exercise Assessment</u></p> <ul style="list-style-type: none"> • Complete the <u>Baseline Skills Exercise Assessment</u> sheet for your presentation and bring to class.
Sept. 26	Topic(s): -Information -Persuasion
Oct. 3	Topic(s): -Practice <ul style="list-style-type: none"> • Bring your slides on a USB and be prepared to deliver the introduction and first key point of your presentation.
Oct. 10	Due: Final persuasive presentation, outline, and PowerPoint. It is necessary that some presentations are delivered outside of class time. The time and dates will be determined by the instructor.