

**GEB5215: PROFESSIONAL COMMUNICATION**

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**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.

Because this course focuses on application of content, two details become important. First, your participation in class discussion, speeches, and any exercises is crucial for making this course useful and enjoyable. Second, because we will be watching others present their speeches, we will be learning from each other. We learn helpful tips by watching and listening to others present, and we will be helping each other by providing constructive comments to our fellow classmates after some of the 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.”

**EMAIL 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. Slivon*), 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)

**ATTENDANCE POLICY**

Attending class is important due to the information conveyed by the instructor and the in-class exercises that enhance the learning process. I discuss the information in class once. If you are absent, you are responsible for getting the information discussed in class from another student. Do not ask me to respond with a lengthy email explaining the information covered in class or expect me to recite the information in my office. If you attended the class and would like to discuss what was presented or want clarification about something, please to come to office hours or schedule a time with me to meet.

- You are considered absent if you are not in your seat within 15 minutes of the scheduled start of class.
- You are considered absent if you leave class early.
- For ALL absences (there will be no “excused” absences), the following will be enforced:
  - For the first absence, 5 points will be deducted from your final grade.
  - For the second absence, 20 points will be deducted from your final grade.
  - You will receive a failing grade if you miss three or more classes.

## LATE ARRIVAL POLICY

Arriving late to class is both unprofessional and disrespectful as well as disruptive to other students and the instructor. The following policy will ALWAYS 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 late to class, 5 points will be deducted from your final grade.

## COURSE FORMAT

This course is skills based, meaning that you will be taught the skills and given the knowledge necessary to analyze, construct, and deliver high impact presentations and speeches. Pursuant to that, your participation in the class exercises becomes vital to your improvement, and the improvement of others. It is expected that you take the exercises and assignments seriously to facilitate your improvement, and out of respect for your classmates. You will hear how to give a presentation/speech, you will practice and see how others present, and then you will deliver a formal presentation. Basically, it is “hear one, see one, do one.”

## COURSE GRADING

### 1. Recommendation Presentation:

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

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/](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**

<p>Week 1 6/26 and 6/28</p>	<p>Topic(s): -Introduction -Structure -Information and Persuasion</p> <p>Homework: Prepare Baseline Skills Exercise (a draft of your final presentation)</p> <ul style="list-style-type: none"> <li>• Prepare your full presentation with PowerPoint slides before our second meeting.</li> <li>• Complete the Baseline Skills Exercise Assessment in your packet by our third meeting.</li> <li>• Bring both your recording and completed Assessment to our third meeting.</li> </ul>
<p>Week 2 7/3 and 7/5</p>	<p>Topic: -Baseline Skills Exercise In Class: We will be recording your presentations in class and using them as a “baseline” for the rest of the course.</p>
<p>Week 3 7/10 and 7/12</p>	<p>Topic(s): -Delivery -Delivery Exercises</p> <p>Delivery Exercise</p> <ul style="list-style-type: none"> <li>• Come to class prepared to deliver the introduction and first main point of your persuasive presentation.</li> <li>• You will deliver this portion of your presentation to your teams, and team members will provide you “on-the-spot” feedback for your presentation.</li> </ul> <p>Tell the group the delivery skills you are working to improve.</p>
<p>Week 4 7/17 and 7/19</p>	<p>Topic(s): -Reasons -Audience -PowerPoint -Baseline Skills Exercise Assessment in Groups</p> <p>Due: <u>Baseline Skills Exercise Assessment</u></p> <p>Bring your recording and completed Baseline Skills Exercise Assessment sheet for your presentation to class.</p>

<p>Meeting 5 7/24 and 7/26</p>	<p>Topics: -PowerPoint and Outline Review (in teams) -Practice</p> <p>Due: Full recommendation presentation</p> <p>This assignment provides you the opportunity to review your presentation, including your outline and PowerPoint slides, in class. You will deliver your entire presentation to your team in class and get immediate feedback from them.</p> <ul style="list-style-type: none"><li>• You are required to bring a copy of your persuasive recommendation presentation outline to class. The outline must be thorough and typed.</li><li>• Bring the PowerPoint slides that accompany the presentation on your laptop or as printed copies.</li></ul> <p>Not having the accompanying outline or slides at the start of class can result in a deduction of up to ten points (for each missing item) off your final grade.</p>
<p>Meeting 6 7/31 and 8/2</p>	<p>Topic: -Persuasive Recommendation Presentations</p> <p>Due: Final persuasive recommendation presentation, outline, and PowerPoint</p> <p>Delivering some presentations outside of class time may be necessary. The instructor will arrange this schedule.</p>