



BCOM 3223.583 (Oral Communication) Spring 2016

Instructor:

Kim McCrackin

Contact Information:

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Office Hours: Monday through Friday 9:00 a.m. to 5:00 p.m. by appointment or by phone. You may also e-mail me at any time, and I will respond as quickly as I can. **When sending an e-mail please indicate in the subject line your class and section number (BCOM 3223.583).**

Course Site: Desire2Learn (Online Classroom): <http://oc.okstate.edu>

Distance Learning Support: spearsdistance@okstate.edu

Phone: 405-744-4048

Overview of the Course

Developing excellent oral communication skills is extremely important to your career success. This course will teach you practical oral communication skills that are critical to effective career advancement, organizational success, and job placement performance. The skills attained in this course will also assist you in better communication throughout the remainder of your education with class participation, presentations, basic professional conversation, and overall confidence in speaking situations.

Course Goals/Objectives

| Course Objective | Program Learning Goal |
|--|---|
| Students should demonstrate proper business formatting (presentation visuals) | Technological Competence, Written Communication |
| Students should demonstrate effective writing skills in a business context (visuals and outline preparation) | Business Knowledge & Competency, Critical Thinking, Written Communication |
| Students should be able to properly research, evaluate, incorporate, and document sources | Critical Thinking, Written Communication, & Ethical Decision Making |
| Students should be able to devise ideas and solutions to problems | Innovation & Business Knowledge |
| Students should be able to orally present and defend their ideas in a manner that is organized, concise, and effective | Professional Communication, Critical Thinking, & Innovation |



Texts and Additional Materials

Required Texts

Lesikar’s Business Communication: Connecting in a Digital World, 13e by Kathryn Rentz and Paula Lentz

Mastering Business Communication at Work: How to Lead, Manage, and Influence People by Ethan F. Becker and Jon Wortmann

You will also need a video/audio recording device such as a webcam, tablet, or smartphone and an accessible computer with Internet access to upload and view videos via YouTube. Some cameras, tablets, and phones have video recording capability, but make sure that the quality is adequate. Your videos must have clear audio and visual. You will be setting your videos to “unlisted,” meaning that only your classmates and I will have access to them.

Always save your work. In the event that technology fails (D2L, YouTube, etc.), you are responsible for having a backup file of your work to resubmit on request.

Attendance Policy

Although points are not given for viewing class lectures, reading text chapters, or viewing assigned videos, this is not considered optional. In order to get the most out of the class and perform your best on assignments, you will need to read and watch all the materials available to you. Not submitting assignments or accessing online class materials will be considered non-attendance, and it will be recommended that you drop the course.

Grade Distribution

| | |
|---|-----|
| Introduction video and self-assessment report | 55 |
| Meeting mini-presentation and visual | 55 |
| Persuasive proposal presentation, outline, handout, and sources | 125 |
| Mock interview | 100 |
| Informative report presentation, outline, PowerPoint slideshow, and sources | 140 |
| Peer Critiques | 75 |
| Comprehensive Final Exam | 100 |
| Total Class Points | 650 |

Letter grades will be assigned according to the standard scale. Grades will be rounded up at .5 (89.5 becomes 90)



90-100% = A
80-89% = B
70-79% = C
60-69% = D
Below 60% = F

Please do your best and be concerned about your grade throughout the entire semester. No additional bonus points will be given at the end of the semester to raise your grade. Please be responsible throughout the semester to follow the schedule, be aware of due dates, and pay attention to any correspondence I send by e-mail or post on D2L. It is each student's responsibility to know what is due and when it is due.

Description of Course Requirements:

Assignments are worth varying points as indicated in the grades section. The point values increase as you progress through the course and improve your skills. Throughout the course your assignments will include the following:

- introduction video and self-assessment report
- mini meeting presentation with visual
- persuasive proposal presentation with outline, sources, and handout
- mock interview presentation
- informative report presentation with outline, sources, and PowerPoint slideshow
- written critiques of peer presentations

Presentations

You will give five presentations during the class (introduction, meeting, persuasive, interview, and informative). I will post assignment sheets in the Content section of D2L with specific instructions on each presentation.

You must record your presentations with a reliable device such as a webcam. You will then upload your presentations to YouTube and **assign them as "Unlisted."** This will ensure that no one will be able to view your presentations unless they have access to your video link through our course website. You will then place the link in the appropriate discussion board forum so that I and the students in your group have access to it. Please make sure that your equipment works and that you have your YouTube account set up well in advance of a presentation deadline.

Notes may be used to help guide your presentations, but if you read directly from notes, a computer screen, or any other means, **you will receive a zero.** I cannot assess an oral presentation if you are reading it; reading is a different skill.

Consider your voice characteristics as well as non-verbal body language. These will be evaluated in your final presentation scores. You should also stand up during your presentations except for during the mock interview. Presentations are generally given while standing, so it is best to prepare and practice in this manner. Treat your presentations as



professional business communication; your overall physical presentation (how you dress, your surroundings, etc.) should be professional as well as your oral communication.

You will need an audience of at least three people for your Persuasive Presentation and your Informal Presentation. You will be required to use your recording device to show your audience is present both before you begin and when you finish. You will also need a partner during your mock interview. You may choose whomever you like (friends, family, classmates, etc.) to participate as your audience members. Please speak to your audience; I would suggest either having one of your audience members record for you, or have your recording device sitting among them.

Written Assignments

The course consists of a few written components to accompany the presentations (self-assessment, handout, outlines, PPT slideshow, peer critiques, works cited pages). Written components will vary depending on the presentation.

All written assignments will be submitted to the appropriate D2L dropbox folder. Any assignments uploaded to a dropbox folder (Word and PowerPoint assignments) can be submitted multiple times until the due date, meaning, if you submit an assignment and decide to make a change, you may resubmit the assignment as long as the due date has not passed. The last submission is the one that will receive the grade.

Peer Critiques

In the discussion board, you will be assigned a group for the introduction video, the persuasive proposal presentation, and the preliminary informative presentation. After each presentation is submitted, you will critique five members of your group. If, for some reason, there are fewer than five presentations submitted in your group, please go to another group to complete your five. The critique forms will be available on D2L for each presentation. Each critique will be worth five points for a total of 25 points per presentation. Please be thoughtful and considerate with your comments. The purpose of the critiques is to give the presenter multiple perspectives on his/her performance. Constructive criticism is expected, but the goal is to assess strengths and weaknesses so your group members will know what they are doing well and what they need to improve on. Your opinions are valuable. You do not have to be a professional presenter to know, as an audience member, what you like and do not like about a presentation.

Final Exam

There will be a final comprehensive exam which can be accessed through D2L. You may take your exam at home with use of your book and materials.

Make-up Policy

If for any reason you cannot submit an assignment on time, you must notify me **prior** to the due date. There is **no guarantee** that an assignment can be made up. Unless you have made special arrangements with me or have an emergency situation, once a deadline has passed, assignments



will receive a deduction of one letter grade per day late. Once the final assignment due date has passed, the class is complete. Please do not e-mail me regarding end of semester extra credit opportunities. As mentioned before, it is beneficial to you to be concerned about your grade from the beginning of the semester.

Feedback

Your written and oral assignments will receive detailed feedback. I would strongly recommend viewing your feedback so that you will know what your strengths and weakness are and what you should improve for upcoming assignments. For written assignments, the feedback will be uploaded to the dropbox folder where you submitted the original document. For presentation feedback, the feedback will be uploaded to one of the accompanying written assignments submitted in a dropbox folder or emailed to you. For example, if you submitted an outline with your presentation, your presentation feedback will be uploaded where you submitted your outline. I will post the location once feedback has been completed.

University Policy

Drop Policy

Information about university drop policy and dates is at this website:

<http://registrar.okstate.edu/>

Click on “class schedules,” and “short, internet, and outreach courses”

To drop this course, contact the Registrar’s office, (405) 744-6876, or drop through SIS (Student Information Services).

Academic Integrity

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, <http://academicintegrity.okstate.edu/>.

Accessibility

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity. For more information about OSU Student Disability Services, please go to: <http://sds.okstate.edu>.



BCOM 3223 Spring 2016 Course Schedule

BC = Business Communication: Connecting in a Digital World

MC = Mastering Communication at Work

| Week | Reading and videos (to be read or viewed during the assigned week) in addition to corresponding class lectures on D2L | Due Dates <i>(all assignments are due by 11:59 p.m.)</i> | Points |
|---|--|--|---------------|
| Week 1 Jan 11 – Jan 17 | Introduction to course BC: 525-528 (Informal Workplace Talking) BC: 533-536 (Using the Phone) MC: Chapter 1 (Matching Listener’s Tendency) https://www.youtube.com/watch?v=UF8uR6Z6KLc (Steve Jobs: 2005 Stanford Commencement Address) 15:04 | Introduction Video and Self-Assessment report (1/17) | 55 |
| Week 2 Jan 18 – Jan 24 | Voice BC: 559-560 (Pleasant Voice and Speaking Style) BC: 541 (Paralanguage) MC: Chapter 6 (Add Color) https://www.youtube.com/watch?v=1nXhAjuICTA (Public speaking tips: Voice inflection) 2:02 | Peer Critiques of Introduction Video (1/22) | 25 |
| Week 3 Jan 25 – Jan 31 | Meetings MC: Chapter 8 (Meetings) BC: 528-533 (Conducting and Participating in Meetings) Supplemental Reading: Evaluating Information and Avoiding Plagiarism | Meeting Presentation Video and Visual (1/31) | 55 |
| Week 4 Feb 1 – Feb 7 | Non-verbal Communication and Credibility BC: 539-541 (The Nature of Nonverbal Communication) BC: 557-558 (Appropriate Appearance and Physical Actions) MC: Chapter 2 (Manage Your Ethos) https://www.youtube.com/watch?v=Ks-Mh1QhMc (Amy Cuddy: Your body language shapes who you are) 21:02 | | |
| Week 5 Feb 8 – Feb 14 | Presenting BC: 548-557 (Delivering Oral Reports and Business Speeches) MC: 183-191, 194-201 (Presentations) https://www.youtube.com/watch?v=5h7DeGQLxk0 (Jason Teteak: Give a TED talk everywhere you go) 19:29 http://www.ted.com/talks/gayle_tzemach_lemmon_women_entrepreneurs_example_not_exception (Gayle Tzemach Lemmon: Women entrepreneurs, example not exception) 13:13 | | |



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| Week 6 Feb 15 – Feb 21 | Persuasion and Proposals Supplemental Reading: Persuasive Speaking MC: Chapter 7 (Defensiveness) BC: 259-260, 268-269 (review of proposals) Supplemental Reading: Outlining the Speech https://www.youtube.com/watch?v=OFFwDe22CoY (The speech that made Obama president) 6:12 | Persuasive Proposal Detailed Outline and Works Cited Page (2/19) | 15 |
| Week 7 Feb 22 – Feb 28 | BC: 494-518 (Using Visuals to Make Your Point) BC: 560-564 (Supporting Your Talk with Visuals) BC: 559 (Communication Matters) MC: 192-194 (Visuals) https://www.youtube.com/watch?v=MjcO2ExtHso (Don McMillan: Life after Death by PowerPoint) 4:00 | Persuasive Proposal Presentation Video and Audience Handout (2/28) | 110 |
| Week 8 Feb 29 – Mar 6 | BC: 536-539 (Listening) MC: Chapter 5 (Validate) | Critiques of Persuasive Proposal Presentations (3/4) | 25 |
| Week 9 Mar 7 – Mar 13 | BC: 326-329 (Handling the Interview) MC: Chapter 9 (Hiring) https://www.youtube.com/watch?v=qKBubKO-798 (How to answer “behavior-based” interview questions) 6:19 https://www.youtube.com/watch?v=-C55ADRB8uc (“Tell me about yourself” – How to answer this question) 6:17 https://www.youtube.com/watch?v=Oyj2PCWHPHc (Interview Tip – “What is your biggest weakness?”) 4:33 https://www.youtube.com/watch?v=1sNR1OWE5Mo (Salary negotiations: Do’s and Don’t’s!) 7:08 | Mock Interview Video (3/13) | 100 |
| Week 10 Mar 14 – Mar 20 | SPRING BREAK! | | |
| Week 11 Mar 21 – Mar 27 | MC: Chapter 3 (Speak to Motivate) MC: Chapter 4 (Frame) | Informative Report Presentation Detailed Outline and Works Cited Page (3/25) | 15 |
| Week 12 Mar 28 – Apr 3 | Supplemental Reading: Managing Nervousness https://www.youtube.com/watch?v=KanWhGY33Hk (Public speaking tips: Breathing, smiling, and focusing) 1:39 | First Informative Report Presentation Video (4/1) – no submission will results in points deducted from final video. | |
| Week 13 Apr 4 – Apr 10 | MC: Chapter 11 (Criticism) | Critiques of First Informative Report Presentation (4/8) | 25 |
| Week 14 Apr 11 – Apr 17 | MC: Chapter 13 (Communication as a Hard Skill) | | |



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| Week 15 Apr 18 – Apr 24 | | Final Informative Report Presentation and PowerPoint Slideshow (4/24) | 125 |
| Week 16/17 Apr 25 – May 6 | Final Exam | Final Exam can be taken any day between April 25 and May 6 | |

EMAIL ETIQUETTE

This class is a business course and a good place to practice using professional business communications. In keeping with that objective, here are some expectations about the emails you exchange with your professors this semester and with your colleagues, supervisors, and potential employers in the future:

- Use a subject line to explain the purpose of your communication. If your recipient is one of your instructors, be sure to indicate the class and section in which you are enrolled.
- Include a salutation in your communication, and use the highest level of courtesy in addressing the individual. Examples: “Hello, Mr. Smithers;” “Dear Ms. Simpson;” or “Hi, Dr. Flanders.” Hint: Avoid, “Yo, Lisa!” Pay attention to their response. If your recipient says, “call me Ned” or if he signs his emails to you as “Ned,” that response is a clue that you may call him “Ned.”
- Don’t assume a position of informality in your business email. Time and relationship-building efforts can guide when you may “informalize” your business relationships. In some cases, it may never happen.
- Provide relevant information and actionable items. Think about what you want the receiver to do after receiving your message? Do not just vent or express concern; instead, communicate information and request an action. Put yourself on the other side of the communication and think about how you would like to be approached.
- Use common courtesies, e.g., be sure to thank your recipient for his/her consideration to your request when you are asking for anything.
- Pay attention to your grammar, spelling, and punctuation.
- Avoid using all capital letters; in an email, all capital letters can be perceived as SHOUTING!
- Avoid texting language. Exceptions are understandable but should be rare. If you’re sending your professor an email from a battlefield in Afghanistan, we’ll cope with some texting.
- Include a clear signature block with your full name and any contact information the individual will need to reach you. If it’s a business communication to an employer or prospective employer, also include your snail mail address.
- Be careful about including quotations and sayings in your signature block. Think about the impression your message sends to someone who doesn’t know you, and be judicious. In most instances, save the quotations for your emails with friends on your personal email account.
- Sign off on your emails with “Sincerely,” “Best regards,” etc.
- Basic questions to ask yourself before you hit “Send:” Would I write this email if I was trying to impress my boss? If I were the recipient of this email, would the email cause me to feel angry, annoyed, or cooperative? (Hint: Aim for cooperative.)
- **Above all, since this is a business communications class, all communication should be on a professional level, which means to be cautious of your content, correctness and tone in addition to the above aspects.**

