

Course Syllabus

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MBA 759

Selling Ideas at Work



Course Information

Welcome to Selling Ideas at Work!

This course is offered collaboratively through the UW MBA Consortium.

Course Title:

UW-Eau Claire: MBA 759 - Selling Ideas at Work




UW Oshkosh: BUS 769 - Selling Ideas at Work

Credit Hours: 1.5

Course Term: Summer 2023

Delivery Mode: Online

Course Dates: May 22, 2023 - July 9, 2023

If you are considering dropping this course, having a conversation with your academic advisor is a good place to start. You should also let the instructor know what your plans are. Click the following links, based on your home campus, to learn more about dropping this course: [Consortium/UW-Eau Claire](#)  (<https://help.wisconsinonlineemba.org/article/60-adding-dropping-classes>) | [UW Oshkosh](#)  (<https://uwosh.edu/registrar/students/add-drop-calendar/>) | [UW-Parkside](#)  (<https://www.uwp.edu/live/offices/registrarsoffice/adddrop.cfm>)

Instructor Information

Instructor: Melaney Barba

Home Campus: UW – Eau Claire

Email: barbama@uwec.edu (<mailto:barbama@uwec.edu>)
(<mailto:scastleb@d.umn.edu>)

Course Description

The primary objective of this course is to help you understand and develop the skills in selling ideas at work. After completing this course, you should be able to understand how businesspeople make decisions. You should also be able to use the skills developed in the course (listening, nonverbal, adapting, planning, presenting, responding to objections, obtaining commitment, follow-through) to sell ideas at work to both individuals and groups.

Learning Outcomes

- Understand the role and importance of selling ideas at work
- Learn communication skills for connecting, influencing and building trust with others at work
- Enhance adaptive selling skills
- Enhance planning and presentation skills in selling an idea at work to an individual

Required Course Materials

Textbook

Title Selling: Business Partnerships (11th edition, 2022) - w/ Connect access (*see below for purchasing info*)

Authors: Castleberry.

You will need to purchase Connect access, which includes e-book access, **directly through the Connect website during the registration process**. To set up your Connect account and purchase Connect access, please refer to the page [Accessing Connect in Canvas & Support Contacts](https://uws.instructure.com/courses/583964/pages/accessing-connect-in-canvas-and-support-contacts) (<https://uws.instructure.com/courses/583964/pages/accessing-connect-in-canvas-and-support-contacts>) for instructions.

Contact [BIZHelp@uwec.edu](mailto:bizhelp@uwec.edu) (<mailto:bizhelp@uwec.edu>) with any materials-related concerns, or refer to the [McGraw Hill contacts](https://uws.instructure.com/courses/583964/pages/accessing-connect-in-canvas-and-support-contacts) (<https://uws.instructure.com/courses/583964/pages/accessing-connect-in-canvas-and-support-contacts>) for Connect-related technical support.

Technology Requirements

Access to a computer and high-speed Internet connection that is capable of accessing Canvas.

Please review the minimum technology requirements and recommendations in the **Online Course Resources** link in the left-hand Course Navigation menu. To set yourself up for success, pay special attention to the sections on *Your Responsibilities*, *Strategies for Success*, *Tech Tips*, and *Tech Support*.


Course Topical Outline

- Unit 1: Selling Ideas

- Unit 2: Communication Principles
- Unit 3: Adapting While Communicating
- Unit 4: Planning for the Presentation
- Unit 5: Presenting Your Idea
- Unit 6: Responding to Objections
- Unit 7: Obtaining Commitment

Assignments and Activities

Discussion Forums

During the course, you will be asked to participate in discussion forums. You are encouraged to express your views freely but please observe [the Netiquette guidelines](https://www.uwidocs.org/netiquette/)  (<https://www.uwidocs.org/netiquette/>). Here is a grading rubric for the discussion forums. Grades may also reflect peer input.

Discussion grading rubric

Criteria	Exemplary - Full Points	Satisfactory - Partial Points	Unsatisfactory - No Points
Quality of Initial Assignment Posting	Appropriate comments: timely, original, thoughtful, reflective, and respectful of other's postings.	Appropriate comments and responds respectfully to other's postings.	Responds, but with minimum effort. (e.g., "I agree with Bill "). No posting on time.
Quality of Follow-up Assignment Postings	Appropriate comments: timely, original, thoughtful, reflective, and respectful of other's postings.	Appropriate comments and responds respectfully to other's postings.	Responds, but with minimum effort. (e.g., "I agree with Bill "). No posting on time.
Contribution to Learning Community	Aware of needs of community; attempts to motivate the group discussion; presents creative approaches to topic.	Attempts to direct the discussion and to present relevant viewpoints for consideration by group; interacts freely.	Does not make effort to participate in learning community as it develops. No feedback provided to fellow students.

Grammar & Writing Style	Writing is free of grammar, spelling and/or punctuation errors.	Writing contains some grammar, spelling, and/or punctuation errors.	Writing contains many grammar, spelling, and/or punctuation errors.
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The discussions, assignments, and the semester-long individual project will count toward your grade. There are no exams in this course. Points will be assigned as follows:

Assignments and grade weights

Assessment Components	Percentages	Comments
Textbook reading assessments	10%	Textbook is incorporated directly into this course
Discussions	40%	Weighted more heavily as the course progresses
Individual Paper	50%	Can be submitted in two parts, if you like; or can be submitted all at the end of the course
Total	100%	

A comprehensive list of all course activities is listed in the calendar.

Final Letter Grades Scale

Final letter grades scale




Percentage	UW-Consortium / UW-Parkside	UW-Oshkosh
93-100%	A	A
90-92.9%	A-	A-
87-89.9%	B+	B+
83-86.9%	B	B

80-82.9%	B-	B-
77-79.9%	C+	C+
73-76.9%	C	C
70-72.9%	C-	C
67-69.9%	D+	F
63-66.9%	D	F
60-62.9%	D-	F
0-59.9%	F	F

The final grading scale will be no stricter than the above scale and *may* be lowered based on a curve established after the results from the final exam have been determined.

Consortium's Excused Absence Policy

An absence will be considered excused or authorized according to the following institutional policies:


- The student's home campus policy on excused absences will apply.
 - [UW – Oshkosh](https://www.uwosh.edu/registrar/policies/attendance-policy)  (https://www.uwosh.edu/registrar/policies/attendance-policy)
 - [UW – Parkside](https://www.uwp.edu/learn/academiccatalog/2017-2019/policies.cfm)  (https://www.uwp.edu/learn/academiccatalog/2017-2019/policies.cfm)
- UW MBA Consortium students will follow the [UW – Eau Claire Authorized Absence Policy](https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences).  (https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences)

If your absence falls into the excused absence category, please contact me as soon as possible. I may request that you provide documentation, and I may need time to make alternative assessments available to you.

Late Work Policy

The due date/time is shown in US Central Time.

NO credit will be given for late discussion assignments or follow-up posts. Any late papers will get a 10% off penalty for each day or partial day (Monday - Saturday) it is late. If there are extenuating circumstances, contact me before the due date of the assignment. If you have an official "authorized

absence,” please contact me as soon as possible to discuss options for how you may be able to complete the course. I abide by the Consortium's Excused Absence and Late Work Policy found [here](https://www.uwidocs.org/excused-absence-and-late-work-policy/)  (<https://www.uwidocs.org/excused-absence-and-late-work-policy/>).

What You Can Expect From Me

If you email me, I will respond within 24 hours .The same applies to questions you pose in the [? Ask the Class/Raise your Hand \(https://uws.instructure.com/courses/583964/discussion_topics/4448706\)](https://uws.instructure.com/courses/583964/discussion_topics/4448706) discussion (although a classmate may answer you before that). My goal is to have your assignments graded within 72 hours. My goal is to grade your papers within seven days of their turn-in date. If I can't meet those timelines, I'll let you know in a [Announcements \(https://uws.instructure.com/courses/583964/announcements\)](https://uws.instructure.com/courses/583964/announcements) item.

What I Expect From You

I want you to log in at least once every day and check the [Announcements \(https://uws.instructure.com/courses/583964/announcements\)](https://uws.instructure.com/courses/583964/announcements) for any updates. Do your readings and be prepared so that you can contribute fully in group work and discussions. Make your first discussion post(s) early so that there can, in fact, be a discussion.

Please contact me if you are having difficulty understanding any of the material or if you are having difficulty accessing it. I want you to succeed in this course and I can help you do so.

I expect you to use APA formatting throughout the duration of this course; it is simple to use. The [University of Wisconsin-Madison has an APA reference guide \(https://writing.wiscweb.wisc.edu/wp-content/uploads/sites/535/2018/07/UWMadisonWritingCenter_APADocumentation_2009_rev_27oct2017.pdf\)](https://writing.wiscweb.wisc.edu/wp-content/uploads/sites/535/2018/07/UWMadisonWritingCenter_APADocumentation_2009_rev_27oct2017.pdf) that I highly recommend. [Purdue's Online Writing Lab !\[\]\(5a132f13505a6571904d622757b7a8f0_img.jpg\) \(https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_form\)](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_form) is another fantastic APA resource.

Contact the course's technical support staff if you have technical concerns about this site; the UW System MBA Consortium Tech Support Staff can be contacted at [bizhelp@uwec.edu \(mailto:bizhelp@uwec.edu\)](mailto:bizhelp@uwec.edu).

Academic Conduct

To foster a productive learning environment, all students are required to accept and adhere to the [Student Code of Conduct agreement \(https://uws.instructure.com/courses/583964/quizzes/1274703\)](https://uws.instructure.com/courses/583964/quizzes/1274703) in order to participate in this course.

Academic Integrity Policy

Integrity is an important component of students' academic experience. The academic evaluation a student receives for a course becomes a permanent University student record and it is critical such records be accurate and consistent. In addition, the integrity students learn and exhibit at the University will be the model for the professional integrity they practice when they complete their academic work. The University believes unquestionable character and integrity are essential for successful careers. Whatever role you may play in an organization, be it publicly or privately owned, you will occupy a position of trust. High ethical standards, therefore, are not only necessary but are fundamentally part of all the University represents when it grants a degree.

All class materials are the intellectual property of the instructor and may not be shared outside of this course (e.g., to commercial "study sites") without my permission.

Unless I specify otherwise, all work that you turn in to me should be an individual effort. The sentence structure, wording, and content for your assignments and discussions must be your original work.

Academically dishonest behaviors include (but may not be limited to) the following:

- Intentionally or unintentionally presenting someone else's ideas or words as your own, either as a direct quote or paraphrased or summarized material, without the proper citation. All quotes and direct references must include citations. Remember to use APA format for citations. See the [OWL website from Purdue](http://owl.english.purdue.edu/owl/resource/560/01/) [\(http://owl.english.purdue.edu/owl/resource/560/01/\)](http://owl.english.purdue.edu/owl/resource/560/01/) for APA citation guidelines.
- Submitting work that is identical to or so similar to that of another's in its wording, sentence structure, and content that it cannot be considered original.
- Plagiarizing yourself by submitting work for evaluation in this course that was previously graded or otherwise evaluated in another course. You can cite your previous work. If you want to use your previous work, contact me first.
- Making up data or citations.
- Consulting resources to complete a graded course assessment other than those allowed in the assessment directions. If you are unsure what is considered as an authorized resource, consult with your instructor.
- Helping someone else engage in academically dishonest behavior, including posting course materials online.
- Violating copyright laws. In some cases, citing a source is not sufficient; you also have to obtain permission from the original source for the materials you use. Likewise, if you use any materials from this course outside this course, you may need permission to use them (e.g., in your company's training manuals, publications, or style guides).


Any investigation into any form of academic misconduct will result in a report to the dean of students and in student academic disciplinary sanctions as established by the UW System Board of Regents ([UWS Chapter 14](https://docs.legis.wisconsin.gov/code/admin_code/uws/14.pdf) https://docs.legis.wisconsin.gov/code/admin_code/uws/14.pdf). Disciplinary procedures from the student's home campus dictate the disciplinary action against students who engage in academic misconduct.















Accommodation for Students with Disabilities

In order to ensure that all of our students have equitable access to our online course materials, we strive to meet the guidelines set by Section 508 of the Rehabilitation Act, which requires the public to provide reasonable accommodations to individuals with disabilities when posting web-based materials. Canvas is [compliant with W3C's Web Accessibility Initiative](https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas) [↗](https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas) (<https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas>) and with [Section 508](https://www.section508.gov/) [↗](https://www.section508.gov/) (<https://www.section508.gov/>) guidelines. Additionally, Canvas was certified as a [substantially conformant LMS](https://webaim.org/services/certification/canvas) [↗](https://webaim.org/services/certification/canvas) (<https://webaim.org/services/certification/canvas>) by WebAIM, a third party authority in web accessibility. If you find that course materials are not posted in a format that meets your needs, or you need testing accommodations, please contact Online Course Support at [BIZHelp@uwec.edu](mailto:bizhelp@uwec.edu) (<mailto:bizhelp@uwec.edu>) and we will work with you to find a reasonable accommodation.

Course Summary:

Date	Details	Due
Mon May 22, 2023	 Complete the Code of Conduct (https://uws.instructure.com/calendar?event_id=1458061&include_contexts=course_583964)	12am to 11:55pm
Wed May 24, 2023	 Unit 1 Commentary: When We Really Think About It, We All Sell Ideas at Work	to do: 11:59pm
	 Unit 1 Overview	to do: 11:59pm
Fri May 26, 2023	 Introductions and Canvas Profile (https://uws.instructure.com/courses/583964/assignments/6093084)	due by 11:59pm
Sun May 28, 2023	 Introduction: Response Post	to do: 11:59pm
Wed May 31, 2023	 Unit 2 Commentary: They're Trying to Get You to Buy a Head	to do: 11:59pm
	 Unit 2 Overview	to do: 11:59pm
Thu Jun 1, 2023	 Ch 4 SmartBook (https://uws.instructure.com/courses/583964/assignments/6093087)	due by 11:59pm

Date	Details	Due
Fri Jun 2, 2023	 Unit 2 Discussion (https://uws.instructure.com/courses/583964/assignments/6093083)	due by 11:59pm
Sun Jun 4, 2023	 Selling an Idea Paper: Your Proposal Unit 2 Assignment (https://uws.instructure.com/courses/583964/assignments/6093096)	due by 11:59pm
	 Unit 2 Discussion: 2 Response Posts	to do: 11:59pm
Wed Jun 7, 2023	 Unit 3 Commentary: Adapting Is the Name of the Game	to do: 11:59pm
	 Unit 3 Overview	to do: 11:59pm
Thu Jun 8, 2023	 Ch 5 SmartBook (https://uws.instructure.com/courses/583964/assignments/6093088)	due by 11:59pm
Fri Jun 9, 2023	 Unit 3 Discussion (https://uws.instructure.com/courses/583964/assignments/6093082)	due by 11:59pm
Sun Jun 11, 2023	 Unit 3 Ungraded Assignment (https://uws.instructure.com/courses/583964/assignments/6093098)	due by 11:59pm
	 Unit 3 Discussion: 1 Response Post	to do: 11:59pm
Wed Jun 14, 2023	 Unit 4 Commentary: Plan, Plan, Plan	to do: 11:59pm
	 Unit 4 Overview	to do: 11:59pm
Fri Jun 16, 2023	 Unit 4 Discussion (https://uws.instructure.com/courses/583964/assignments/6093081)	due by 11:59pm
Sun Jun 18, 2023	 Midterm Course Evaluation	to do: 11:59pm
	 Selling an Idea Paper: Part 1 (OPTIONAL) (https://uws.instructure.com/courses/583964/assignments/6093094)	due by 11:59pm

Date	Details	Due
	 Unit 4 Ungraded Assignment https://uws.instructure.com/courses/583964/assignments/6093099	due by 11:59pm
	 Unit 4 Discussion: 1 Response Post	to do: 11:59pm
Wed Jun 21, 2023	 Unit 5 Commentary: Presenting Your Idea to the Decision Maker Can Be More Exciting Than You Think	to do: 11:59pm
	 Unit 5 Overview	to do: 11:59pm
Thu Jun 22, 2023	 Ch 8 SmartBook https://uws.instructure.com/courses/583964/assignments/6093089	due by 11:59pm
Fri Jun 23, 2023	 Unit 5 Discussion https://uws.instructure.com/courses/583964/assignments/6093080	due by 11:59pm
Sun Jun 25, 2023	 Unit 5 Ungraded Assignment https://uws.instructure.com/courses/583964/assignments/6093100	due by 11:59pm
	 Unit 5 Discussion: 2 Response Posts	to do: 11:59pm
Wed Jun 28, 2023	 Unit 6 Commentary: I Object!	to do: 11:59pm
	 Unit 6 Overview	to do: 11:59pm
Thu Jun 29, 2023	 Ch 10 SmartBook https://uws.instructure.com/courses/583964/assignments/6093085	due by 11:59pm
Fri Jun 30, 2023	 Unit 6 Discussion https://uws.instructure.com/courses/583964/assignments/6093079	due by 11:59pm
Sun Jul 2, 2023	 Unit 6 Ungraded Assignment https://uws.instructure.com/courses/583964/assignments/6093101	due by 11:59pm
	 Unit 6 Discussion: 2 Response Posts	to do: 11:59pm

Date	Details	Due
Wed Jul 5, 2023	 Unit 7 Commentary: Sell That Idea, or Else . . . !	to do: 11:59pm
	 Unit 7 Overview	to do: 11:59pm
Fri Jul 7, 2023	 Optional Sales Presentation Write-up https://uws.instructure.com/courses/583964/assignments/6093092	due by 11:59pm
	 This is ONLY for those who choose to do the Optional Sales Presentation Video -- READ THIS BEFORE RECORDING OR WRITING UP ABOUT YOUR PRESENTATION https://uws.instructure.com/courses/583964/assignments/6093097	due by 11:59pm
	 Unit 7 Ungraded Assignment https://uws.instructure.com/courses/583964/assignments/6093102	due by 11:59pm
Sat Jul 8, 2023	 OPTIONAL Video of your Presentation based on your paper https://uws.instructure.com/courses/583964/assignments/6093093	due by 11:59pm
Sun Jul 9, 2023	 Selling an Idea Paper: Parts 1 & 2 (Complete version) https://uws.instructure.com/courses/583964/assignments/6093095	due by 11:59pm
	 Final Course Evaluation	to do: 11:59pm
	 FINAL GRADE https://uws.instructure.com/courses/583964/assignments/6093090	
	 Optional Sales Presentation Video - Legacy version https://uws.instructure.com/courses/583964/assignments/6093091	