

CMST 2061: Business & Professional Communication

Department of Communication Studiesⁱ
Louisiana State University

“You’ll never listen yourself out of a job” –Dr. Benjamin Allen

Instructor:	Evan Mitchell Schares	Location	Coates 237
Email	eschar4@lsu.edu	Times:	MTWTF 8:40 – 9:40
Office	Coates 319	Section	A,1
Hours	MTWTH, 9:40-10:10 AM		

Required Texts

Waldeck, Kearner, & Plax. (2013). *Business & Professional Communication in a Digital Age*.
Wadsworth: Boston, MA.

Any additional readings from the public press are posted on Moodle.

Course Description

Communication used in business and professional organizations; proposal presentations, group decision making, parliamentary procedure and interviewing.

Additional Course Description

As the short course description alludes, this course explores the communication processes occurring within the workplace and other professional settings. A guiding assumption of this course is that the workplace is a social institution that constrains and produces human communicative practices. Theoretically, the course is two-fold. First, students will gain understanding in how the workplace, as a social institution, constructs rhetorical barriers for many, and as a result, this course will equip students with the skills to overcome those barriers. Second, students will develop faculty with a wide array of communication studies scholarship to understand more fully the complexities of human communication. Practically, students will develop skills in oral and written communication and presentational speaking.

Assignments & Grading Scale

Reading Responses [6x]	20 points	A+	97.00 – 100
Presentations [2x]	40 points	A	93.0 – 96.9
Exam [2x]	30 points	A-	90.0 – 92.9
Attendance & Participation	10 points	B +	87.0 – 89.9
		B	83.0 – 86.9
		B -	80.0 – 82.9
		C +	77.0 – 79.9
		C	73.0 – 76.9
		C -	70.0 – 72.9
		D +	67.0 – 69.9
		D	63.0 – 66.9
		D -	60.0 – 62.9
		F	0 – 59.9
Total	100 points		

Assignment Description

Reading Responses	<p>6 times you are charged with writing a reading response illustrating a theoretical tension or concept in the reading for that day [min. 200 words, max. 500 words]. Please come prepared to present your short response to the class. You are to end your response with 1 or 2 questions. It is your responsibility to track the syllabus to know when these are due. Late responses are subject to a 50% reduction See Moodle for a detailed description of response expectations.</p>
Critical Presentations	<p>Each member of the class will collaborate with other members of the class to develop and present a critical analysis of a particular communication artifact that deals with workplace communication. You will present this analysis using insights, theories, and concepts discussed throughout the class. Each group will present their analysis in a 15-minute presentation and facilitate a 15-minute dialogue and discussion with the class following their presentation. All members of the group must participate equally in the presentation and facilitation of the discussion. Early in the semester presentation dates will be set. Once set, you are bound to that date and no changes may be made unless another group agrees to switch with you. Late presentations are subject to a 50% reduction. See Moodle for a detailed description of performance expectations.</p> <p>Any student found to have turned in material not his or her own will be reported to the Dean of Students.</p>
Exam	<p>Twice you will be tested over the content of the book. If you arrive late on exam day, you can receive a copy of the exam up until the first person leaves. After that, you forfeit the exam through your tardiness. Unless university-excused no make-ups will be scheduled.</p>
Attendance & Participation	<p>Attendance in class, much like corporate settings, is expected. It is your responsibility to attend class. Once class has begun you are either tardy and/or absent. You are allowed one absences/late arrival with no questions asked before it affects your grade. Unless it is university excused, <u>proven with documentation</u>, there is no need to email me about your absence. Beginning with your second, I will begin to factor qualitatively in your excessive absences and tardiness into your final grade much the same your workplace supervisor would.</p> <p>Further your attendance does not constitute presence. Students who are on their cell phones or who are falling asleep are neither engaged nor present and, as a result, forfeit these points. There is no other way to earn participation points except through in-class discussion of the material. Even if students have a reasonable cause to miss class, they are still responsible for demonstrating achievement of the learning goals and other course content.</p>

Course & Universities Policies

Grade Appeals	Students are welcome to discuss grade appeals with me on any assignment or test if it is believed to be graded incorrectly. However, you must submit your appeal in writing during the class period immediately following the return of the graded assignment. In the appeal, you must: Identify which assignment or test question you are appealing. Justify why your answer or performance was correct or worthy of a higher grade and quantify the amount sought. To make your case compelling, you must cite course readings or lecture notes. If applicable, include the original test or assignment.
Technology Policy	The goal of all course policies is to help create a successful course experience for you as the student; this includes your ability to learn course material and to do so in an effective classroom environment. Generally, cell phones and other electronics are not to be used. Students who use these inappropriately will be considered absent. However, there will be times throughout the course where computers and other electronics may be used when explicitly stated such as for in-class workshops and other activities. Please see me if you have any questions or concerns.
Disability Accommodation	If you have a disability that may have some impact on your work in this class and for which you may require accommodations, please see the Office of Disability Services so that such accommodations may be arranged. If you do have accommodations and receive a letter from ODS it is, of course, up to you to disclose them to me. However, per ODS policy, <i>“accommodations do not apply retroactively. Additionally, accommodation letters must be given to the instructor at least three business days prior to receiving accommodations.”</i>
Title IX	In accordance with Title IX and other applicable law, LSU is committed to providing a learning, working, and living environment that promotes integrity, civility, and mutual respect in an environment free of discrimination on the basis of sex and sexual misconduct which includes sex discrimination, sexual harassment, dating violence, domestic violence, sexual assault, stalking and retaliation. LSU prohibits sex discrimination and sexual misconduct. This policy applies to all persons without regard to sexual orientation, gender identity and/or gender expression.
LSU Code of Student Conduct	To demonstrate my pride in LSU, as a member of its community, I will: (1) accept responsibility for my actions; (2) hold myself and others to the highest standards of academic, personal, and social integrity; (3) practice justice, equality, and compassion in human relations; (4) respect the dignity of all persons and accept individual differences; (5) respect the environment and the rights and property of others and the University; (6) contribute positively to the life of the campus and surrounding community; and (7) use my LSU experience to be an active citizen in an international and interdependent world.

Week 1
Introduction to Business & Professional Communication
6/5 – 6/9

Day	Reading	Topic	Assignment
M	Chapter 1	Communication Competence	
T	Chapter 2	Communicating at Work	
W	Chapter 3	Listening at Work	
TH	Chapter 5	Workplace Relations	
F			Exam 1

Week 2
Communicating Intentionally in the Workplace
6/12 – 6/16

Day	Reading	Topic	Assignment
M	Chapter 7	Introduction to Presentations	
T	Chapter 8	Informative Presentations	
W	Chapter 9	Persuasive Presentations	
TH	Chapter 10	Visual Presentations	
F			Exam 2

Week 3
Communicating Gender in the Workplace
6/19 – 6/23

Day	Reading	Topic	Assignment
M	Moodle	Gender at Work	
T			2 Presentations
W			2 Presentations
TH			2 Presentations
F		Work Day	

Week 4
Communicating Race in the Workplace
6/26-6/30

Day	Reading	Topic	Assignment
M	Moodle	Race at Work	
T			2 Presentations
W			2 Presentations
TH			2 Presentations
F		Work Day	

Week 5
 Holiday & In-class Work Time
 7/3 – 7/7

Day	Reading	Topic	Assignment
M			
T			
W		Work Day	
TH		Work Day	
F		Work Day	

Week 6
 Communicating Disability in the Workplace
 7/10 – 7/14

Day	Reading	Topic	Assignment
M	Moodle	Disability at Work	
T			2 Presentations
W			2 Presentations
TH			2 Presentations
F		Work Day	

Week 7
 Communicating Crisis in the Workplace
 7/17 – 7/21

Day	Reading	Topic	Assignment
M	Moodle	Crisis at Work	
T			2 presentations
W			2 presentations
TH			2 presentations
F		Work Day	

Week 8
 7/24 – 7/28

Day	Reading	Topic	Assignment
M		Work Day	
T		CONCENTRATED STUDY	
W		4 – 6 PM FINAL EXAM	

¹ This syllabus is the product of many. I am indebted to my former professors and colleagues whose own syllabi, policies, and assignments were instrumental in the making of this syllabus. Hey Dr. Ashley Mack, Dr. Chris Collins, and Dr. Catherine Helen Palczewski!