

Business and Professional Communication

CMST 2061

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Office Hours: 11:30-12:30 Tuesday and Thursday or by appointment. To make an appointment, either see me after class or email me. For all emails, please allow a **minimum of twenty-four hours advance notice** before your desired meeting time. **NB:** I do not respond to emails between 6:00 PM and 7:00 AM. If you need a response on the same day, it is best to get the email to me by noon.

Course Description: Today's corporate employers demand a high level of communication competence and you will be expected to communicate appropriately and effectively. To help you meet these expectations, this class explores the communication processes at work in organizations. In addition, the class teaches you how to organize clear, concise, and interesting presentations. By building on speaking and delivery skills, as well as critical thinking and analytical skills that focus on how to examine and solve communication problems, you will be prepared for a bright future.

Communication-Intensive Course

This is a certified Communication-Intensive (C-I) course which meets all of the requirements set forth by LSU's Communication across the Curriculum program, including

- instruction and assignments emphasizing informal and formal [mode 1] and [mode 2];
- teaching of discipline-specific communication techniques;
- use of draft-feedback-revision process for learning;
- practice of ethical and professional work standards;
- 40% of the course grade rooted in communication-based work; and
- a student/faculty ratio no greater than 35:1.

Students interested in pursuing the LSU Distinguished Communicators certification may use this C-I course for credit. For more information about this student recognition program, visit www.cxc.lsu.edu.

Course Materials: Web Based book: *Business and Professional Communication by Sandra M. Pride Shaw*. Available as an Access Card through the LSU Bookstore or you can buy access directly online at: <http://webcom8.grtxle.com/index.cfm?cu=buscomm>

Absences/Late Work: Please inform me ahead of time if you will miss an assignment day. Excusable reasons for missing are few and far between, but they include unexpected sickness **proven** by the presentation of a doctor's note, court summons **proven** by the appropriate documentation from the court, family emergency **proven** through presentation of an obituary, etc., or a university-sanctioned activity such as a game or a concert **proven** by a note from an advisor or an instructor. Under these circumstances, I will work out a way for you to make up the assignment. Be advised that the soul-crushing grief that arises from the death of your favorite *Game of Thrones* character is not an acceptable excuse.

Missed assignments not accompanied by an acceptable excuse cannot be made up.

Remember: "Class attendance is the responsibility of the student. The student is expected to attend all classes. A student who finds it necessary to miss class assumes responsibility for making up examinations, obtaining lecture notes, and otherwise compensating for what may have been missed. The student is responsible for providing reasonable advance notification and appropriate documentation of the reason for the absence. (PS-22)"

Academic Misconduct: Do not plagiarize. Any student found to have turned in material not their own (either downloaded from the internet or written by another student) will immediately be reported to the Dean of Students. You can find the official LSU policies on plagiarism here: <http://www.lib.lsu.edu/instruction/plagiarism2.html>. Your work would be considered as plagiarism in part or entirely if it involves any of the following:

- Submitting work that was written by someone other than you (an online source, a friend, etc.).
- Submitting work in which you use the ideas, metaphors or reasoning style of another, but do not cite that source and/or place that source in your list of references. Simply rewording a sentence does not make work your own.
- Submitting work in which you "cut and paste" or use the exact words of a source and you do not put the words within quotation marks, use footnotes or in-text citations, and place the source in your list of references.
- Submitting work that you have written together with a friend as if it was solely your own intellectual property.
- Submitting work for CMST 2060 that you wrote verbatim for another class.

Students with Disabilities: The Americans with Disabilities Act and the Rehabilitation Act of 1973 states: "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 a coordinator in the Office of Disability Affairs (112 Johnston Hall) so that such accommodations can be arranged. After you receive the accommodation letters, please meet with me to discuss the provisions of those accommodations.

Grades: The overall course is worth 1000 points with grades distributed along a ten-point scale. **Final grades are not rounded up.** Questions about grades should be made within three class periods of the assignment being returned. I will not discuss grades the day they are handed back or via email; therefore you will need to come to my office and bring the assignment in question.

Different categories of assignments are worth different amounts of your overall grade, as follows:

Participation (15%)

Class Participation: 100 points

Homework: 100 points

Assignments (50%)

(G) Meeting Interviews: 100 points

(G) Mission Statement: 50 points

Elevator Pitch: 50 points

(G) Sales Pitch: 150 points

(G) Meeting Facilitation: 100 points

Evaluations (35%)

Midterm: 150 points

Quizzes: 50 points

Final: 150 points

Note: All assignment sheets are posted on Moodle. For each assignment sheet with an Instructor Evaluation form included, **YOU** are responsible for bringing a copy of that form with your name/the name of your group to class on the specified dates. Failure to do so will result in a 5% reduction of your grade.

Assignment Notes

Interview for Group

We will hold in-class interviews for group assignments. As an interviewer or interviewee, you must prepare for the in-class portion of the assignment and attend class both days to participate. Once the in-class interviews are complete, you will have 1 week to complete an evaluation ONLINE through on Moodle. Your grade is based on your ONLINE evaluation ONLY and attending BOTH interview sessions. If you miss one session, the highest grade you can earn is 50%. **Group leaders are to turn in to me a typed sheet of paper with the names of group members and the group “team name” the Monday following the interviews.**

Mission Statement

You and your group members will create a Mission Statement and Bill of Rights to use as a guide for your group work. You will be given class time to work on this and will turn in a completed assignment with each group member’s signatures on it. Failure to attend class while working on this assignment or NOT signing the assignment when it’s due, will affect your grade.

Meeting Facilitation

You and your group members will conduct a meeting in front of the class to solve a problem found in a case study. Your group grade will be based on how well the group facilitates the meeting in class. Each group must bring an Instructor Evaluation Sheet on the day you present.

Training Seminar

You and your group members will conduct a training seminar during class on a chapter assigned in the text book. Your training seminar should include knowledge from the book, handouts for the class and an activity to engage learning. Your group grade will be based on how effective the group is training the class. Each group must bring an Instructor Evaluation Sheet on the day you present.

Sales Pitch

Your group will sell a product or service to the class. You will create some product or service that will assist students in their education. What you choose to do is up to your group. Your grade will be based on how effective your group is in pitching a product or service (your performance in class) and how well you function as a group member (performance review completed by each member). Each group must bring an Instructor Evaluation Sheet on the day you present.

Group Work

As has been demonstrated, a large portion of this class is group work. Once groups are chosen, the group should meet regularly – once per week – for approximately one hour per meeting to plan the various projects that must be completed. Each group member should be present at the meetings, and each should take minutes. The minutes should include a roll call of members present, the meeting's agenda, a summary of discussions, and decisions made. **Do not designate one group member to be secretary and simply provide copies of the minutes.** Your minutes are due at the beginning of class each Monday following a meeting.

To facilitate completing these assignments, I have designated one "Work Day" per week for this class. We will not meet as a class on the designated Work Day, giving you the time to have your meetings either in the classroom or in a location of your choosing.

Homework and Quizzes

To facilitate this learning, you will answer short quizzes and complete homework assignments for each chapter. The quizzes will either be in class (at the beginning of class) or on Moodle. Those on Moodle will be available for a period of twenty-four hours. The quiz should take no more than five minutes to complete. There are **no make-ups** for missed quizzes. Homework

assignments will be posted on Moodle by the end of each week, and you will have until the next Wednesday at noon to complete the assignment.

ASSIGNMENT SCHEDULE (Dates Subject to Change as Necessary)

Week 1: 9 – 13 June

M: Introduction/Syllabus
 T: Elevator Speech and Monroe's Motivational Sequence
 W: Chapter 1
Th: Elevator Speech
F: Work Day (No Class)

Week 2: 16 – 20 June

M: Chapter 2
 T: Chapter 3
W: Interviews for Group Membership
Th: Interviews for Group Membership
F: Work Day (No Class)

Week 3: 23 – 27 June

M: Mission Statement Creation Day (In Class)
 T: Chapter 4
 W: Chapter 5
 Th: Chapter 6
F: Work Day (No Class)

Week 4: 30 June – 4 July

M: Midterm Review Day
 T: Midterm Review Day
W: Midterm Examination
Th: Work Day (No Class)
F: 4th of July Holiday (No Class – Go watch fireworks and eat burgers)

Week 5: 7 – 11 July

M: Chapter 7
T: In Class Meeting Facilitation
W: In Class Meeting Facilitation
Th: In Class Meeting Facilitation
F: Work Day (No Class)

Week 6: 14 – 18 July

M: Training Seminars (Chapter 8)
T: Training Seminars (Chapter 9 & 10)
W: Training Seminars (Chapter 11)
Th: Training Seminars (Chapter 12)
F: Work Day (No Class)

Week 7: 21 – 25 July

M: Chapter 13
T: Sales Pitches
W: Sales Pitches
Th: Sales Pitches
F: Work Day (No Class)

Week 8: 28 – 31 July

M: Final Exam Review
T: Final Exam Review

FINAL EXAM TIME:

Thursday 31 July 1:30 – 3:30 PM