

CMST 2061: Business and Professional Communication

Spring 2019

Section 2: MWF 9:30-10:20

Senior Instructor and Undergraduate Advisor: **Mr. Kent Filbel**

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Office Hours: **MWF 10:30-11:20 p.m.,
3:30-4:20; T/Th 10-Noon; & by special appt.**

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.

Required Course Materials

Strategic Communication at Work by Waldeck, Kearney, and Plax.

This is an ONLINE textbook. You can purchase an access code in the LSU Bookstore or purchase access to the book directly at:

<https://he.kendallhunt.com/product/strategic-communication-work-contemporary-perspectives-business-and-professional>

STUDENT REQUIREMENTS

Cell phone policy: To help students avoid the temptation of checking Facebook, email, surfing the Web, and all the many other distractions the Web provides, students will not be allowed to use cell phones while in class. You may use laptops for notes but not for other purposes unrelated to coursework. If I see you violating this policy, you will be asked to leave class for the day.

Do observe general norms of common courtesy, including (but not limited to) listening to fellow students, respectfully discussing issues of disagreement, refraining from talking when others are talking or otherwise disturbing a speaker.

NOTES

Lectures will sometimes include material that is not in the textbook. You will be expected to know this material for the exams and assignments.

EXAMS

Two exams will be given during the semester, a mid-term exam and a final exam. The dates for these exams will be given on the course schedule.

Twelve quizzes will be given over the chapter readings. Two of these quizzes will cover two chapters, the rest will cover only one chapter reading. Additionally, two of the lowest quiz points will be automatically dropped (not counted) by the end of the semester.

MISSED WORK

If you miss an assignment, including quizzes and exams, you may take it late without a 10% penalty if you provide documentation of a university-approved reason (severe illness, hospitalization, death in the family, etc.). Some assignments you will not be able to make up without valid documentation. You will not be able to make up any missed extra-credit work. Because two of the lowest quiz grades are dropped, you will not be able to make up missed quizzes until you have missed two that are unexcused.

STUDENT HONESTY

Plagiarism is a completely unethical and unacceptable practice that will not be tolerated on any level. It is an egregious offense to the owner of the material that has been plagiarized, as well as a dishonest form of communication to the audience of a plagiarized piece of work. The University Code of Student Conduct defines “academic misconduct” as including, but not limited to “cheating, plagiarism, collusion, falsifying academic records, and any act designed to give an unfair academic advantage to the student” (LSU’s Code of Student Conduct, section 5.1, found on Judicial Affairs webpage August 17, 2004).

The penalty for plagiarism or cheating may include failing the assignment, failing the course, or expulsion from the University. All acts of suspected plagiarism will be investigated and will be handled through the proper University channels.

DISABILITIES

The Americans with Disabilities Act and Rehabilitations Act of 1973: 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 may be arranged. After you receive the accommodations letters, **please meet with me as soon as possible to discuss the provisions of these accommodations.**

ASSIGNMENTS: Working in Groups/Pairs

Working with others is an important part of the business and corporate world. In class we will work in groups and pairs on 3 of the 4 presentations. For your groups/pairs, I expect you to be an active group member. This includes coming to class and attending group meetings outside of class. You will do MOST of your project work in class, so if you are not in class, you are not helping your group.

PRESENTATIONS

You should expect this class to be different from other courses you have taken because there is a large experimental element as we learn how to give business presentations. A significant amount of teaching in this course is done by **you**, as you present, observe, and evaluate in-class exercises and assignments. You will learn communication skills by doing. Each presentation will have several days of in-class prep work that is part of the overall presentation grade. Please look at the Presentation Assignment documents on Moodle for more information on each assignment.

In addition, you will work in groups/pairs for 3 of the 4 presentations. Each of these presentations will include a group/pair grade and several individual grades as part of the overall presentation grade. With this grading scale, it is possible for members of the same group to each different presentation grades.

Interview for a Group—100 points

Your groups will be subdivided for this assignment. The grade will be based on the questions your entire group develops in class, and how you as an individual conduct the interview as the interviewer and interviewee. You will be given class time to record your interviews and work out the logistical details; the recorded interviews must be shared with me on One Drive. More specific information will be placed on Moodle closer to the assignment.

Meeting Facilitation—100 points

You and your group members will conduct a meeting in front of the class to solve a problem found in a case study. We will work in class and through homework to practice meeting facilitation before your group presents its meetings. As an individual, you will also prepare for the meeting by reading the case study assigned BEFORE class. Your group should NOT discuss or work on the case prior to the meeting.

Your group grade will be based on both group and individual grades. The Meeting Group Grade will evaluate how well the group facilitates the meeting in class. Each group must bring an Instructor Evaluation Sheet on the day you present. Your Individual Grades will be earned through individual participation in class activities and homework assignments, as well as Peer Evaluations of other group's presentations.

If you fail to attend class on the day your group presents, you will earn a 0 for the Group Grade Portion of this assignment as makeups are NOT possible for this assignment. If you do not attend the class activities help prior to the presentation, you will put your group at a disadvantage and will not be allowed to present with your group, nor receive the Group Grade portion of this assignment.

Training Seminar—100 points

You and your group members will produce a PowerPoint training seminar. Your training seminar should include an activity to engage learning. Your group will present this training seminar to the class in a 15-minute PowerPoint presentation in class and post to Moodle.

This presentation grade has both group and individual grades. The Training Seminar 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. Your Individual Grades will be earned through individual participation in class activities, homework assignments, as well as Peer Evaluations of the other groups' training seminars.

If you fail to attend class on the day your group presents, you will earn a 0 for the Group Grade Portion of this assignment, as makeups are NOT possible for this assignment. If you do not attend the class activities help prior to the presentation, you will put your group at a disadvantage and will not be allowed to present with your group, nor receive the Group Grade portion of this assignment.

Sales Pitch—100 points

Your group will be required to sell a product or service to the class. Your product may be real or imagined. Groups will need to work together to develop the presentation and practice. Your grade will be based on both Individual and Group grades. The group's grade will be based on how effective your group is in pitching a product or service. Specific grading criteria will be posted on Moodle.

You must take an active role in preparing and delivering the sales pitch; your individual grade will be comprised of a group evaluation in which your group will evaluate your contribution to the presentation.

ATTENDANCE

So much of success is just due to plain old hard work; this is true in school, business, and life. Showing up is part of that hard work. Showing up is 50% of the battle! For that reason, I take attendance seriously and it will be taken each class period.

Make up an late policy: I understand that emergencies occur on day when assignments are due and in these situations you should contact me immediately. Either call my office or email me and include your phone number so I can contact you and we can discuss the situation. Be sure to do this immediately so we can make new arrangements for turning in an assignment at a later time. **Additionally, you must present valid documentation (physician's note, etc.) the first day you return to class. If you present a valid university excuse, your grade will not suffer.**

However, you will not be able to turn in an assignment late without a valid university excuse.

GRADING

A total of 1000 points are available in this class. The following will explain the breakdown of the final grade:

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|--------------------------------------|------------|
| 1. Interview | 100 points |
| 2. Sales Presentation | 100 points |
| 3. Meeting Facilitation | 100 points |
| 4. Training Seminar | 100 points |
| 5. In-class Participation Activities | 100 points |
| 6. Quizzes | 100 points |
| 7. Exam 1 | 200 points |
| 8. Exam 2 | 200 points |

I do not round up grades.

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|------------------|--------------------------------|
| A+ (Excellent) | [968-1000 pts. for the course] |
| A (Excellent) | [934-967 pts. for the course] |
| A- (Excellent) | [900-933 pts. for the course] |
| B+ (Noteworthy) | [867-899 pts. for the course] |
| B (Noteworthy) | [833-866 pts. for the course] |
| B- (Noteworthy) | [800-833 pts. for the course] |
| C+ (Acceptable) | [767-799 pts. for the course] |
| C (Acceptable) | [733-766 pts. for the course] |
| C- (Acceptable) | [700-732 pts. for the course] |
| D+ (Deficient) | [667-699 pts. for the course] |
| D (Deficient) | [633-666 pts. for the course] |
| D- (Deficient) | [600-632 pts. for the course] |
| F (Unacceptable) | [below 600 pts. in the course] |

Please DO NOT ENTER the classroom on Presentation Days LATE!! Please wait outside until you hear applause.