

CMST 2061 BUSINESS AND PROFESSIONAL COMMUNICATION

Fall 2018-Section: 11

Instructor: Dr. Patrick McElearney
Office: Coates 147
Office Hours: Mon/Fri: 9:45 – 10:15, 11:45 – 12:15, 1:45 – 2:15 ; Wed: 9:45 – 10:15; 1:45 – 2:15
Email: (Contact me through Moodle first) pmce1@lsu.edu
Class Times: MWF: 10:30 AM – 11:20 PM
Required Texts: <i>Strategic Communication at Work</i> by Waldeck, Kearney and Plax. -This textbook is ONLINE. You can purchase an access code in the Book Store or purchase access to the book directly at: https://he.kendallhunt.com/product/strategic-communication-work-contemporary-perspectives-business-and-professional

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, this class prepares you for a professional future.

COURSE POLICIES

Attendance & Participation: I expect students to attend all classes. Studies consistently show class attendance directly correlates with higher grades. For this reason, your participation grade consists of attendance and how well you participate on class activities. I understand you are adults and have lives outside of the classroom, so I offer each student three absences that will not affect your participation grade. I suggest saving these absences for when you need them such as unexpected emergencies (e.g. you have a flat tire, you could not get out of work, you are not feeling well but did not go to the physician, et cetera). Please know that these free absences excuse you only from your missed participation grade and do not excuse you from work that is due or if I have scheduled a formal activity (formal activities are graded outside of participation, which I have noted on the schedule in Moodle). For any absence, students must make up assignments.

Plagiarism: You are to assume that all assignments in this course are individual assignments unless explicit instructions are provided for a group project. Any student found to have turned in material not their own (either downloaded from the internet or written by another student) in part or in whole will immediately be reported to the Dean of Students. The Internet has made plagiarism very easy and very tempting (although it has also made it rather easy to test for plagiarized work). Hundreds of sites offer papers, research, writing, and editing. The ease with which such material is available over the Internet does not lessen the seriousness of claiming material from the Internet as your own. See the LSU policies on plagiarism here: <http://www.lib.lsu.edu/instruction/plagiarism2.html>. **Your assignment is considered as plagiarized in part or entirely if you do any of the following:**

- Submit a paper or speech that was written by someone other than you.
- Submit a paper or speech 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.
- Submit a paper or speech 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.

Cell Phones/Laptops/Tablet Devices- The use of these devices are prohibited in our class sessions when not taking notes related to the class. If I see you using these devices during activities, then you will lose participation for that day. In addition, if I see you using these devices for purposes unrelated to the class, then you will lose participation for that day. This is not something I will announce in front of the class, I will simply make a note in my records.

Late Work: I expect students to turn in assignments on the days that they are due. I do not accept late work. If you have a compelling circumstance in which you had to miss an assignment (e.g. physician quarantined you, you had a car accident, et cetera) then please do two things: (1) contact me within one week of the missed assignment (the earlier the better); and (2) provide me with evidence of your absence (e.g. letter from physician excusing you; tow-truck receipt or repair work from the bodyshop, et cetera)—evidence should be dated.

Discussing Grades: Any questions or concerns that you may have about your grades should be addressed to me in person. I prefer that you come to my office hours (or make an appointment with me) for these matters. You may email me about setting up an appointment or give me a heads up about coming to my office hours, but please do not send questions about your grade electronically. Emailed questions will receive the automated response of “please come to my office hours to address your concerns.”

UNIVERSITY POLICIES

TITLE IX & Sexual Misconduct Policy: Title IX of the Education Amendments of 1972 is a comprehensive federal law that prohibits discrimination based on the gender of students and employees of educational institutions that receive federal financial assistance.

In accordance with Title IX and other applicable law, Louisiana State University (“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.

Sex discrimination and sexual misconduct violate an individual’s fundamental rights and personal dignity. LSU considers sex discrimination and sexual misconduct in all of its forms to be serious offenses. PM-73, the University’s Permanent Memorandum on Title IX and Sexual Misconduct (PM-73) was developed to reaffirm these principles and to provide recourse for individuals whose rights have been violated. PM-73 establishes a mechanism for determining when rights have been violated in employment, student life, campus support services, LSU programs and/or an academic environment.

LSU is an interactive community in which students, faculty, and staff together strive to pursue truth, advance learning, and uphold the highest standards of performance in an academic and social environment.

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 letter, please meet with me to discuss the provisions of those accommodations.

ASSIGNMENTS

Major Assignments:

Interview for a Group: We will hold in-class Mock Interviews. The grade will be based on your performance during the interview, a self-evaluation, a peer-evaluation, and preparatory materials. As an interviewer and interviewee, you will prepare for the in-class portion of the assignment and attend class both interview days. Once the in-class interviews are complete, you will have 1 week to complete the Interview Evaluation ONLINE through Moodle.

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. The grade will be based on your performance during the meeting, a self-evaluation, a peer-evaluation, and preparatory materials. Once the meetings are complete, you will have 1 week to complete the self-evaluation found on Moodle.

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 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: 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. The grade will be based on your performance during the presentation, a self-evaluation, a peer-evaluation, and preparatory materials. Once the seminars are complete, you will have 1 week to complete the self-evaluation found on Moodle.

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 held 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 Class members will divide into pairs of 2 to sell a product or service to the class. Your product may be real or imagined. Duos will need to work together to develop the presentation. You should practice your presentation *together*. The grade will be based on your performance during the presentation, a self-evaluation, a peer-evaluation, and preparatory materials. Once the sales pitches are complete, you will have 1 week to complete the self-evaluation found on Moodle.

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

Other Small Assignments: We will have a few other small assignments throughout the semester. Some will be completed in class and others will be small homework assignments you complete at home. They are very short and take only 5-15 minutes to complete at home.

Detailed instructions, grading rubric, and checklists will be posted in Moodle.

4 MAJOR ASSIGNMENT (60% of overall course grade):

- Interview 15% - 150 points
- Meeting 15% - 150 points
- Training Seminar 15% - 150 points
- Sales Pitch..... 15% - 150 points

OTHER VARIOUS ASSIGNMENTS (10% of overall course grade):

EXAMS (30% of overall course grade):

- Midterm Exam 15% - 150 points
- Final Exam 15% - 150 points

GRADING SCALE:

Point Range	Letter Grade
970.00 - 1000.00	A+
930.00 - 969.99	A
900.00 - 929.99	A-
870.00 - 899.99	B+
830.00 - 869.99	B
800.00 - 829.99	B-
770.00 - 799.99	C+
730.00 - 769.99	C
700.00 - 729.99	C-
670.00 - 699.99	D+
630.00 - 669.99	D
600.00 - 629.99	D-
F < 600 points	F

HAVE YOU DECLARED A MAJOR OR MINOR?

Business leaders and other professionals recognize the importance of developing communication skills and analysis. Alan Greenspan, for example, stated, “To succeed, you will soon learn, as I did, the importance of a solid foundation in the basics of education – literacy, both verbal and numerical, and communication skills.” We hope this course contributes to your success.

To learn more about communication, you may want to major or minor in the Department of Communication Studies. The program explores how people sustain and change, experience, and make sense of the world through symbolic action. Students develop conceptual skills to analyze written, oral, and visual messages. Students gain practical experience in such areas such as public speaking, group decision-making, performance, and film. Such skills are elemental to careers in business, government, law, social services, and the arts.

A major in Communication Studies requires 36 hours including 12 hours of core classes and 12 hours at the 3000 or 4000 level. A minor requires 15 hours with one core class and 6 hours at the 3000 level or above.

The Department of Communication Studies offers 6 Pathways of Study as guidance for students interested in taking CMST courses. These pathways include lists of courses that can be taken for students interested in the following areas within Communication Studies:

- Public Discourse
- Art and Culture
- Professional Communication
- Communication in Human Relationships
- Visual and Mediated Communication
- Create your Own Pathway

More information is available at www.lsu.edu/cmst or by contacting our undergraduate advisor Mr. Kent Filbel (kfilli@lsu.edu), whose hours are posted at his office, 135 Coates Hall.

Organization for Communication Studies (OCS)

The Organization for Communication Studies (OCS) is for any undergraduate LSU student interested in Communication Studies. Whether you are a CMST major, minor, or any student interested in Communication Studies, our goal is to create a network of students and faculty united by a shared interest in communication, a desire to better one's self through interpersonal interactions, and a sense of duty to the CMST Department and local LSU Community.

Members of OCS will have opportunities to meet with representatives from various businesses and institutions to receive career search tips and learn about areas such as hospitality, customer service, recreation and tourism, sales and marketing, and various entry level trainee programs.

OCS members will also participate in department events such as hosting the OCS Fall Kickoff, the Public Speaking Competition, and the annual department Awards Banquet.

If you are interested in joining OCS, please email your request to:

Dr. Joni M. Butcher, Faculty Advisor jbutche@lsu.edu

COURSE SCHEDULE: SEE MOODLE FOR WEEKLY CALENDAR AND ASSIGNMENTS