

CMST 280: Business and Professional Communication

Hybrid: 1.15 hours online; 1.15 hours in classroom (lab)

Moderator/Course Details

Craig L. Engstrom >> See D2L

Required Textbook and Subscription

Fundamentals of Business & Professional Communication for Career Success, C. Engstrom

ISBN: 978-0-9970274-1-9

communication.work/store/p31/bizcomm

In addition to the above course materials, you will need to own or have regular access to the internet (preferably speeds of 3Mbps or higher), a computer with Microsoft Word (this is available as part of Office 365 (specifically Word and PowerPoint), which you have free access to as an SIUC student. Please see information at following link for more information: oit.siu.edu/salukitech/tutorials/o365-faq.php, an audio recording device (for the podcast assignment).

Course Description

This course is a survey of communication theory pertaining to business and professional settings. Provides practice applicable to interviews, conference briefings, and presentation techniques. Prerequisite: CMST 101

Course Goals

By Completing the requirements of this course, students should be able to

- ✓ Use emotional intelligence to navigate professional situations
- ✓ Demonstrate improved interpersonal communication competence
- ✓ Effectively write business prose and format business documents
- ✓ Search for positions and develop application materials
- ✓ Deliver effective presentation techniques

Course Requirements

- Online and lab participation, including activities
- Quizzes & exams
- Written Assignments: Case Study Responses, Profile Summary, Tips Podcast Script, Résumé
- Presentations: Tips Podcast, Ignite Talk

Refer to course outline and individual prompts for more detail.

Grading Policies

Assignment Categories (Weighted)

Assignment	Category Weights
Online and lab participation, including activities	25%
Quizzes and exams	20%
Written Assignments: HBR Case Study Responses, Profile Summary, Tips Podcast Script, Résumé Assignment	40%
Presentations: Tips Podcast, Ignite Talk	15%

Evaluation

All assignments are given the same raw score of 0–10 where 0 is an incomplete and 10 is an A with superior distinction. In D2L, your grade will show up as a letter grade with the corresponding raw score from the chart below. For example, if your grade reads “B” than you have an 8.5 raw score (you completed good work; however, the work does not merit distinction). So, let’s say you earn a B on assignment 1, a C+ on speech 2, and A- on speech three, your average score would be $(8.5+7.8+9.2)/3 = 8.5$, or B. For fairness and consistency, any grade that receives an F will receive the exact raw score. For example, if a student earns 45% on an exam, the raw score will be 4.5. If this is confusing, do not worry! D2L is doing all the math for you, so you just need to pay attention to your final calculated grade column.

Grade	Raw Score	Grade	Raw Score
A (superior distinction)	10	C	7.5
A	9.5	C-	7.2
A-	9.2	D+	6.8
B+	8.8	D	6.5
B	8.5	D-	6
B-	8.2	F	0.1–5.9 (cal. score)
C+	7.8	Incomplete	0

Grade Interpretation

A and A-

represents work of superior quality that indicates mastery of the subject and, in the case of A, work of extraordinary distinction.

B+, B, and B-

represents work of good to very good quality; however, it does not merit special distinction.

C+, C, and C-

grades designate an average command of the material and average quality.

D+ and D

grades indicate work that shows a deficiency in knowledge of the material.

F is a failing grade representing work that deserves little credit.

Course Policies & Information

Participation and Assignment Submission

You are required to regularly check into the course. If you fail to check in at least two times per week, your final grade may be reduced by up to one full letter grade. Except for permissible excuses provided in SIUC's student handbook (e.g., serious illness, religious observances, or sponsored programs like athletics) or technical issues on the SIUC side (e.g., D2L is down for maintenance), no assignment in this hybrid course will be accepted after the due date and time. In most cases, D2L will block your submission if you attempt to submit after the assignment deadline. So, plan. If, for example, you are to observe a religious holiday on the due date of the assignment, submit it in advance. If you feel that advance submission presents a significant conflict or creates an undue burden on you, please arrange with the instructor *in advance* for alternative submission options. In this instance, you will need an official letter that proves you have a permissible excuse. Note that the specific deadlines and due dates and times are set at the beginning of the semester and available for view in the course calendar and printable course outline. It is very important that you complete all activities and assignments by the due dates noted. You are strongly encouraged to use the Office of Transitional Programs (618) 453-7041 (SSB 0251) to notify your instructors when a serious circumstance prevents you from attending classes, including online classes, for a significant period.

Attendance

The instructors of record always take attendance. Here's the highest grade you can earn based upon the attendance scheme:

- Miss up to 3 labs or D2L check-in activities: No penalty. (This a total of 3. For example, you miss 1 lab and fail to complete 2 online check-in activities [e.g., textbook readings.] Bonus: If you miss only 1 lab *or* check-in, you will receive a one letter-grade boost (from B+ to A-, for example) or waiver from the final exam. This is at the discretion of instructors and will be articulated to you via email towards the end of the semester.
- Miss 1-2 week equivalent: 1-full-grade penalty.
Example: if you have a 93%, you get a B
- Miss 2-3+ week equivalent: 2-full-grade penalty.
Example: if you have a 93%, you get a C
- Miss 5+ week equivalent: You will not pass the course.

Note that for students engaged in sports or other university-sanctioned activities, there is no penalty for official absences. However, do note that you forfeit one absence in the scheme above. In other words, you can miss only 2 non-sanctioned classes w/o penalty, 5 before 1 grade penalty, and so on.

If you need to miss class for a university-sanctioned activity, such as sports activity or religious observance, you must inform me during the first two weeks of the term of the day(s) you will be absent.

If a graded activity conflicts with any university-sanctioned absences, you should notify me two weeks prior to the assignment or exam so that we can come to a reasonable deadline and process for submission. In most cases, you will need to submit your work in advance.

Online Code of Conduct

When communicating with other students, especially in discussion forums, please keep in mind the following “Netiquette guidelines,” established by Virginia Shea (1997), which have become one of the default standards for online university courses: [Link:

<http://www.albion.com/netiquette/book/index.html>]

- Avoid language that may be interpreted as offensive.
- Keep writing concise (make one point) and stay on topic.
- Read others’ commentary first, and then write your response.
- Review for negative or harsh tone, review for poor writing, review for potential alternative interpretations, and then send. (Remember: once you post, it is hard to “take it back.”)
- An online classroom is still a classroom, so act appropriately.
- Use the language and common writing practice of the internet. No caps, no “flames,” and use emoticons sparingly.
- Respect others’ privacy; ask permission to use and post something that can be linked to another person (e.g., picture or quotation).
- Keep interpersonal communication private (e.g., private chat or email), especially criticism.
- Give credit by citing and linking to all borrowed content; respect [Creative Commons Guidelines](#) and [copyright laws](#).
- Be clean: Don’t spam, don’t spread viruses, and don’t post inappropriate materials.

When emailing, please follow the rules explained here: <http://www.emailreplies.com> and the instructions on the course outline.

By joining this online community, you agree to abide by the “Online Code of Conduct and Etiquette Expectations for Discussion and Collaborative Work.” This document, as well as a link to the SIUC Student Handbook, is available through this course’s D2L homepage.

Writing

Professional success in organizations demands quality writing. The quality of your writing therefore matters. Improving your writing is part of the content of my courses. Evaluation of your writing includes assessments of emails, outlines, paper organization, sentence structure, word choices, typographical mistakes, spelling, and basic grammatical errors. If you feel that you have trouble writing up to the standards required in one of my courses, consult with a tutor at the SIU Writing Center: Morris Library - <http://write.siu.edu>

Important: In some instances, I *require* students who need writing assistance to first meet with a tutor at the [SIU Writing Center](#) *before* submitting assignments. If you do not do as required, you will fail writing assignments. Since good speeches require well-written outlines, this requirement also applies to speech outlines. Do not consider this punishment; rather, consider it a gift that improves your writing and your grade. For major assignments, such as podcasts, your grade will be partly determined by the quality of writing in your outline. Please also be aware that writing includes the format and content of your emails and comments to others’

work. Your emails and commentary should be written professionally. Failure to write quality emails and commentary will impact your online activity grade and speech evaluation grade.

You are not expected, of course, to be a perfect writer; however, your writing is evaluated and should improve as the semester progresses. Evaluation of your writing includes assessments of organization, sentence structure, accurate word choice, typographical mistakes, spelling, and basic grammar errors. If you feel or if we discover that you have trouble writing up to the standards required for this course, you will be required to seek the assistance of the SIU Writing Center (Morris Library, Room 236, Ph. # 618-453-1231). It may be easiest to visit the website (write.siu.edu) and make an appointment online. All students should draw upon the information available on Purdue Online Writing Lab–OWL: owl.english.purdue.edu/owl.

Accessibility

The Department of Communication Studies strives to be conscious of and sensitive to disability issues. In the spirit of the Americans with Disabilities Act (ADA), we wish to make this course as accessible as possible to students with disabilities, temporary medical conditions, or mental or emotional health issues that may affect any aspect of course assignments or participation. We invite you to communicate with your instructor at the start of this course or at your discretion about any accommodations that will improve your experience of or access to the course. We can create an agreement to document reasonable accommodations.

The Disability Support Services (DSS) office provides support (Woody B-150) and various services for students with disabilities and can be reached at (618) 453-5738 or DSSsiu@siu.edu. (disabilityservices.siu.edu) To best serve the student population, DSS requests that students contact the office at the beginning of the semester or at their earliest convenience. The Achieve Program (achieve.siu.edu) also offers support (for a fee) to students with learning disabilities and can be reached at 618-453-6155 or achieve@siu.edu.

Academic Dishonesty

You should know that presenting another's work as your own, even if by accident, is a serious violation of the *Student Conduct Code*. The *Student Conduct Code* identifies the following as acts of academic dishonesty:

“Plagiarism, representing the work of another as one’s own work; preparing work for another that is to be used as that person’s own work; cheating by any method or means; ...soliciting, aiding, abetting, concealing, or attempting conduct in violation of this code” (p. 18).

Whether quoting or paraphrasing (or even summarizing) someone else's work, you should cite your sources; failure to do so constitutes an act of plagiarism. This policy applies to papers and speeches. Buying a paper online, copying text from several web sites, and turning in someone else's paper (even with a few words changed) are all examples of plagiarism when you claim such work as your own. (Note: As services selling such papers have increased in number, so have services that track plagiarism using sources from the internet.) Suspected cases of

plagiarism will be investigated following Article V of the *Student Conduct Code*; if we do find that you have plagiarized or engaged in any other act of academic dishonesty, you may face failing the assignment, failing the course, disciplinary censure, and/or suspension from the university, depending on the details of the case (see Article III of the *Student Conduct Code*).

A good rule to follow: when in doubt, cite where the information is coming from. If you are uncertain whether you are citing sources sufficiently and appropriately enough to avoid plagiarism, please consult your instructor or a tutor at the Writing Center.

Saluki Cares

The purpose of Saluki Cares is to develop, facilitate, and coordinate a university-wide program of care and support for you if you experience any type of distress—emotional, physical, financial, or personal. By working closely with faculty, staff, you, and your family, SIU will continue to display a culture of care and demonstrate to you and your family that you are an important part of the community. For information on Saluki Cares, call (618) 453-1492, email siucares@siu.edu, or visit salukicare.siu.edu

Incompletes

Incompletes will only be granted under extreme circumstances, given reasonable justification. To receive credit for this course, you must complete the assignments and participate sufficiently in the required activities. A combination of Departmental policy and University policy mandate that you meet several conditions before you can request an incomplete:

- You must have completed at least 60% of your CMST 280 course with a passing grade at the time you are requesting an incomplete;
- You must provide justification in writing as to why an incomplete is warranted;
- That justification must include an outline of the unavoidable circumstances that have led you to not be able to complete the course after the official date of withdrawal.

After consultation with the Department of Communication Studies faculty and staff, I will notify you regarding whether we have granted your request. In the case where we have granted your request, all three of us will need to sign an Incomplete agreement that outlines a timeline for your completion of the course requirements. NOTE: As per the university guidelines, an Incomplete that has not been completed by the end of the following semester will automatically turn into a grade of “F.”

Appeals

Concerns about grades, policies, or other issues with this course should *first* be discussed with your instructor. If you are unsatisfied with the outcomes of your discussion with your instructor, you should contact the Undergraduate Directors of the Department of Communication Studies:

Dr. Craig Engstrom
2246 Communication Bldg.
craig.engstrom@siu.edu
618.453.8114