

**CMST 2061 – Spring 2013**  
**Business and Professional Communication**

**Instructor:** Dr. Jonathan M. Broussard

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**Office Hours:** 10:30-12:00 and 2:50-3:20 Tuesday and Thursday; or by appointment. To make an appointment, either see me after class or email me. **Note:** I do not respond to email after 7:00 PM. If you need a response the same day, it is best to get the message to me before noon. For all emails regarding meetings outside of my office hours, please allow a **minimum of twenty-four hours advance notice** before your desired meeting time. Emails should follow the following format: Formal Salutation – Body – Closing.

**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](http://www.cxc.lsu.edu).

**Required Course Materials**

***Business and Professional Communication in a Digital Age* by Waldeck, Kearney, and Plax. Cengage Learning. 2013.**

## COURSE REQUIREMENTS

To increase your communication effectiveness in business and professional organizations, you are asked to complete reading assignments, writing assignments, and oral presentations. Your final grade will be based on the following point breakdown. **Final grades will NOT be rounded up.**

### Grading Scale:

980-1000:	A+
921-979:	A
900-920:	A-
880-899:	B+
821-879:	B
800-820:	B-
780-799:	C+
721-779:	C
700-720:	C-
680-699:	D+
621-679:	D
600-620:	D-
000-599:	F

### Overview of Course Assignments and Percentage Values

Group Meeting Interviews	10%
Group Mission Statement	5%
Facilitating a Meeting	10%
Group Training Seminar	10%
Sales Pitch	10%
Exams – Midterm & Final	30%
In Class Activities & Homework	10%
Peer Evaluations	15%
<b>TOTAL COURSE POINTS</b>	<b>100.00%</b>

### Grades

All grades will be posted to **Moodle** and all assignments, except for exams, will be returned in class. If you do not understand the reason you earned a specific grade, you have 1 week to ask for clarification. Grades will NOT be discussed the day returned, nor will they be discussed over the telephone or through email. If you would like to go over your assignment or have questions concerning the grade you earned, please come to office hours or schedule an appointment.

### Attendance

Attendance will be taken daily. ***It is YOUR responsibility to sign the roll sheet and I will not allow you to sign the roll AFTER class is over.*** Much like the corporate setting, you are expected to attend class and actively participate in class discussions and evaluations. This means you should show up to class prepared, having read the class assignments and be ready and willing to share with the class. It also means I expect you to come to class ON TIME and stay the ENTIRE class period. I have a bad habit of giving an impromptu quiz when most of

the class is absent or ill-prepared. In addition, we will do many activities during class. At the end of each activity, you will be asked to complete a reflection evaluation as a quiz grade. If you are not present for the activity, you will not earn this quiz credit.

Because it is impossible to learn how to speak in a professional setting without an audience, attendance is **mandatory on ALL presentation days, even if you are NOT presenting**. Each presentation, you will complete a peer evaluation and if you miss that day, you will NOT earn the peer evaluation credit.

**Please DO NOT ENTER the classroom on Presentation Days LATE!! Please wait outside until you hear applause. I WILL count you absent if you walk in on a presentation in progress!**

### Absences

Late work and make-ups will be accepted in *extreme circumstances* and *require documentation*. I follow LSU PS-31 regarding excused absences. Should you miss class, it is YOUR responsibility to get in touch and provide the documentation on the day you return to class. You will have 1 class week to make up missed work, provided you have documentation for the specific day absent. Late work will be penalized 10 points per day late. Missed work without documentation cannot be made up. Excessive absences should be referred to the Dean of your college.

There are several assignments, such as In Class Activities or Peer Evaluations that cannot be made up because you needed to be present in class to complete this work. I do drop the lowest grades for these assignments, so **NO Make-ups are available for In Class Activities and Peer Evaluations**.

### ASSIGNMENTS

#### Examinations

Exams will cover material from the textbook, lectures, guest speakers, videos, and materials placed on Moodle.

#### Computer Based Testing

Exams will be offered through Computer Based Testing. You will use your PAWS ID to log onto the Computer Based Testing Center at [www.oae.lsu.edu](http://www.oae.lsu.edu) to schedule your exam times.

- You must schedule PRIOR to testing time with your PAWS ID. The first time you use the system, you will use the LSU ID number as your password. You will be forced to change this password, so please remember your new password. CBT asks you do NOT use the same password as your PAWS account.
- You will have a 5-day exam window (Monday-Friday or Thursday-Wednesday with weekends excluded) to schedule and complete your exams, including the final exam. The Testing Labs normally open at 9am and allow exams to be scheduled up until around 4pm, Monday-Friday during the semester. Saturday exam times are available ONLY during Final Exam Week.
- Testing Labs are located in Himes Hall. You must present your LSU picture ID or another picture ID. **Students without a picture ID, will NOT be allowed to take an exam and you will be required to reschedule your test time.**
- Once you schedule your exam time, you will be notified WHERE your exam will take place and WHICH ENTRANCE to use to access the Testing Room. Be sure you know which location you are going to and WHICH ENTRANCE to use. The basement room in 52 Himes has 3 entrances and you MUST enter at the one given, no exceptions!

- **NO personal belongings are allowed in the Testing Room.** There is a NON-SECURE area to leave personal belongings, however it is best not to bring them at all. Cell phones, calculators, pens, pencils, paper, PDAs, etc. will NOT be allowed in the Testing Room, as the use/possession of all electronic communication devices is prohibited in the Testing Lab. Please leave them at home! CBT is VERY serious about this and are VERY quick to report this as a cheating incident.
- Those requiring accommodations from Disability Services can work with this office to schedule their exams. Disability Services works with Computer Based Testing to give you the time and environment you need to complete your exam. So fill out the appropriate request forms as usual and send them to me.
- DO NOT WAIT to schedule your exam times. The schedule can fill up quickly, as many other courses at LSU are using this service. Once a time slot is filled, that means there are NO MORE computers available and additional spaces will NOT be added! The exam window will NOT be extended for any reason, so don't wait until the last minute only to find there are no spaces left!

### **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%.

### **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 only preparation is to read 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 how well the group facilitates the meeting in class. Each group must bring an Instructor Evaluation Sheet on the day you present. You will find the assignment ONLINE in your Text Book and the cases on MOODLE.

### **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. You will find the assignment ONLINE in your Text Book.

### **Sales Pitch**

Class members will divide into groups 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 and practice. Your grade will be based on how effective your duo is in pitching a product or service. Each duo must bring an Instructor Evaluation Sheet on the day you present. You will find the assignment ONLINE in your Text Book.

### **In Class Activities and Online Homework**

You should expect this class to be different from other courses you have taken because there is a large experimental element. 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.

To facilitate this learning, you will answer short quizzes or activity debriefings during class time and online for a grade. You must be present in class and participating in the activity to earn this credit. If you have not signed the roll sheet, you will not earn credit, even if you complete the assignment.

Other quizzes will be given during class, which will include quizzes from in-class material or short online homework assignments. Some of the online homework assignments will count double. At the end of the semester, the lowest of these grades will be dropped so NO make-ups will be offered.

### **Peer Evaluations**

You better your presentation skills by watching and evaluating your peers. For each presentation, you will be expected to attend class and complete a peer evaluation for credit. At the end of the semester, the lowest grade will be dropped, so NO make-ups are offered.

### **Schedule Changes**

Your instructor will work to minimize schedule changes and will announce such changes as far as in advance as possible. By the same token, it is your responsibility to keep informed of these changes and resolve with your instructor any complications that may arise. Check MOODLE and your Text Book daily, as I will update and post messages when needed.

### **Classroom Civility**

Because this is a Business Communication course, it shall be conducted in a **professional manner**. I demand the following from each of you:

- Respect the rights of other presenters and audience members.
- Turn off ALL cell phone, pagers and other electronic devices BEFORE entering class. This means, OFF and NOT vibrate on phone. It also refers to computers when notes are NOT being taken, such as on presentation days.
- Come to class on time and prepared.
- Come to class prepared to listen and to participate in all activities and discussions.
- Pay attention to and show consideration for ALL speakers. This means no homework, reading, emailing, texting, etc.
- DO NOT enter the room during a presentation. Wait for the applause before you enter.

**If you don't think you can follow these standards, please find another course.**

### **Academic Integrity**

Plagiarism will not be tolerated. Plagiarism is the use of someone else's work, ideas, quotes, etc. without due credit. It is easy to plagiarize in a presentation. Just like a research paper, you must cite the source of your information when you talk about it in your presentation. The penalty for plagiarism or cheating may include failing the assignment, failing the course, or expulsion from LSU. Please see the University's Code of Student

Conduct for information regarding this policy. Sometimes these standards are subtle. Feel free to ask if you have questions or concerns so we can keep you from overstepping this fine line.

CHEATING will not be tolerated and will be immediately passed along to the Dean of Students.

**The American with Disabilities Act and the Rehabilitation 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 for Disability Affairs (112 Johnston Hall) so that such accommodations may be arranged. After you receive your accommodation letters, please meet with me to discuss the provisions of those accommodations within the first 2 weeks of class.

**CMST 2061 - Business and Professional Communication  
Spring 2016 Schedule\***

W Jan 13	Welcome to CMST 2061	Bring <b>Syllabus</b> to class.
F Jan 15	<b>Chapter 1 – Business Communication</b>	
M Jan 18	<b>MLK Day – NO CLASS</b>	
W Jan 20	<b>Chapter 2 – Organizational Communication</b> <i>Handout – Approaches and Communication</i> <i>Handout – Organizational Socialization</i>	
F Jan 22	<b>Chapter 3 – Interviewing</b> <b><i>Interviewing for a Group Assignment Discussion</i></b>	Bring <b>Interview Assignment</b> to class.
M Jan 25	<b>Chapter 4 – Presentation Preparation</b> <i>Handout – How to Practice a Presentation</i> <i>Handout – How to Develop Notecards for a Presentation</i>	
W Jan 27	<i>Handout – Elevator Speech</i> <i>Handout – Getting ready for an Interview</i>	Bring <b>Elevator Speech Handout</b> to class.  <b>Answer 12 questions</b> from <b>Getting Ready for an Interview</b> and bring to class.
F Jan 29	<b>Elevator Speech Day</b>	<b>Deliver Elevator Speeches</b>
M Feb 1	<b>IN CLASS - INTERVIEWS FOR GROUP MEMBERSHIP</b>	
W Feb 3	<b>IN CLASS - INTERVIEWS FOR GROUP MEMBERSHIP</b>	
F Feb 5	<b>Chapter 5 – Groups and Teams</b> <i>Handout – Group Roles</i> <i>Handout – Reflective Thinking</i> <i>Handout – Group Mission Statement</i> <b>Group Mission Statement Assignment Discussion</b>	Bring a copy of the <b>Group Mission Statement Assignment</b> to class.  Bring a copy of the <b>Meeting Facilitation Assignment</b> to class.
M Feb 8	<b>MARDI GRAS HOLIDAY – NO CLASS</b>	
W Feb 10	<b>MARDI GRAS HOLIDAY – NO CLASS</b>	
F Feb 12	<b>Online Assignment to Practice Meeting Skills – No Class</b>	
M Feb 15	<b>Chapter 6 – Meetings and Facilitation</b> <i>Handout – 7 Sins of Facilitation</i> <i>Handout – Questions to Stimulate Discussion</i> <i>Handout – GroupThink</i>	
W Feb 17	<b>Meeting Facilitation Practice</b> <i>Handout – Criteria/Solution Grid</i> <b>MOODLE – Sample Case Study</b> <b>MOODLE – Meeting Facilitation Cases</b>	Print and <b>READ</b> the <b>Sample Case Study</b> and the <b>Sample Agenda</b> from Moodle.  <b>Interview Evaluation - DUE at beginning of class</b>  <b>GROUP MISSION STATEMENT DUE TODAY in class with ALL signatures.</b>
F Feb 19		

M Feb 22	<b>IN CLASS - MEETING FACILITATION PRESENTATION</b>	<b>Bring INSTRUCTOR EVALUATION</b>
W Feb 24	<b>IN CLASS - MEETING FACILITATION PRESENTATION</b>	<b>Bring INSTRUCTOR EVALUATION</b>
F Feb 26	<b>IN CLASS - MEETING FACILITATION PRESENTATION</b>	<b>Bring INSTRUCTOR EVALUATION</b>
M Feb 29	<b>Chapter 7 – Training Seminars ASSIGNMENT – Group Training Seminars</b>	Bring a copy of the <b>Training Seminar Assignment</b> to class.
W Mar 2	<b>IN CLASS Work Day</b>	
F Mar 4	<b>IN CLASS Work Day</b>	
Mar 7 – 11	<b>MIDTERM EXAM WINDOW NO CLASS – USE THIS TIME FOR TESTING CENTER</b>	<i>SCHEDULE YOUR EXAM WITH THE TESTING CENTER</i>
M Mar 14	<b>GROUP TRAINING A – Chapter 8 – Leadership and Motivation – Reading on Moodle</b> <i>Handout – Blake and Mouton</i> <b>GROUP TRAINING B – Chapter 8 Cont. - Peer Relations</b> <b>** Book Chapter is on Moodle</b>	<b>BRING INSTRUCTOR EVALUATION</b>  Complete <b>Blake and Mouton survey</b> from <b>Moodle</b> and bring to class.
W Mar 16	<b>GROUP TRAINING C – Chapter 10 – Nonverbal Communication – Reading on Moodle</b> <i>Handout – Nonverbal Communication</i> <b>GROUP TRAINING D – Chapter 9 – Language</b> <b>**Book Chapter is on Moodle</b> <i>Handout – Understanding Assertiveness</i>	<b>BRING INSTRUCTOR EVALUATION</b>  Complete <b>Assertiveness survey</b> from <b>Moodle</b> and bring to class.
F Mar 18	<b>GROUP TRAINING E – Chapter 11 – Listening</b> <b>**Book Chapter on Moodle</b> <i>Handout – Responsive Listening</i> <b>MOODLE – Listening Survey</b> <b>GROUP TRAINING F – Chapter 12 – Conflict</b> <b>MOODLE – Conflict Behavior Survey</b>	<b>BRING INSTRUCTOR EVALUATION</b>  Complete <b>Listening survey</b> from <b>Moodle</b> and bring to class. Complete <b>Conflict survey</b> from <b>Moodle</b> and bring to class
Mar 21 -25	<b>SPRING BREAK – NO CLASS</b>	
M Mar 28	<b>Debrief Training and discuss what we learned</b>	
W 30 Mar	<b>Chapter 13 – Informative, Persuasive Business Presentations</b> <i>Handout – Monroe’s Motivated Sequence</i> <i>Handout – Monroe’s Sequence Outline</i> <i>Handout – Source Credibility</i> <b>ASSIGNMENT – SALES PITCH</b>	Bring a copy of the <b>Sales Pitch Assignment</b> to class.
F 1 April	<b>Sales Pitch Worksheet</b>	Bring <b>COMPLETED Sales Pitch Worksheet</b> to class.
April 4 – 11	<b>SSCA Annual Meeting – NO CLASS</b>	
W April 13	<b>In Class Work Day</b>	
F April 15	<b>In Class Work Day</b>	
M April 18	<b>Sales Pitch Presentation</b>	<b>BRING INSTRUCTOR EVALUATION</b>
W April 20	<b>Sales Pitch Presentation</b>	<b>BRING INSTRUCTOR EVALUATION</b>
F April 22	<b>Sales Pitch Presentation</b>	<b>BRING INSTRUCTOR EVALUATION</b>
M April 25	<b>Final Exam Review</b>	



W April 27	<b>Final Exam Review</b>	
F April 29	<b>Final Exam Review</b>	
	<b>Final Exam Window – Mon, May 2 – Sat, May 7</b>	<b><i>Schedule with CBT</i></b>

\*All dates and assignments are subject to change as deemed necessary by circumstances