

**CMST 2061 – Spring 2016**  
**Business and Professional Communication**

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**Office Hours**  
10:30 – 11:50am Tuesdays & Thursdays  
and by appointment

**Please use the emails provided on the syllabus or the LSU directory so  
your email is sent to me and not someone else!**

### **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.

### **75-99% ONLINE COURSE**

**This course is a web-based course. There will be classroom meetings and online assignments.  
You will need to have access to Moodle AND will have assignments due multiple times a week.**

Often students perceive an online course to be *easier or not as time consuming* as a traditional classroom. In reality, this is not the case and many online students report they had to work harder than they imagined to succeed in the course. More importantly, these same students say an online course is a rewarding and valuable experience and that they learn a great deal about the material from the online experience.

The amount of work you will do in this online setting will be similar to the amount of work you'd do for a traditional class. In other words, you will not have to work less just because it's an online course. The main difference you'll be working through electronic medium and not in a classroom.

The course format will allow you to work at the times convenient for you and you may work ahead; however, there are **deadlines** for all assignments and ALL work is due at 6pm on the date due. **These deadlines are strictly enforced!** This is done to discourage you from falling too far behind and to help you prepare for the presentations we will give on specific dates in class. It also allows me to update your grade often so you can see what you need to work on, and how to improve your grade in the class. These deadlines are designed to keep you from getting frustrated and overwhelmed so you are able to successfully finish the course.

This online course requires you to be a dedicated student and motivated to keep up with the deadlines and to give 100% to the assignments. This is especially important with the presentation preparation assignments. I grade and give feedback on presentation related assignments quickly so you can use that feedback to better your next assignment. It will help you if you can use the stated class time every week to work on assignments and work due.

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  
Efficient Access to Moodle

**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 using the Plus/Minus System.

**Final grades will NOT be rounded up.**

<b>A+</b>	97-100
<b>A</b>	93-96.99
<b>A-</b>	90-92.99
<b>B+</b>	87-89.99
<b>B</b>	83-86.99
<b>B-</b>	80-82.99
<b>C+</b>	77-79.99
<b>C</b>	73-76.99
<b>C-</b>	70-72.99
<b>D+</b>	67-69.99
<b>D</b>	63-68.99
<b>D-</b>	60-62.99
<b>F</b>	59.99 and below

**Grades**

All grades will be posted to **Moodle**. You can meet with me during office hours to look through all assignments, including exams. For most assignments, especially presentation based assignments, I give you feedback. You can view this feedback by click on the grade in your gradebook. Please read through this before asking me questions. If you do not understand the reason you earned a specific grade, you have 2 weeks 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.

## Overview of Course Assignments and Percentage Values

Mock Interviews	10%
Meeting	10%
Training Seminar	10%
Sales Pitch	10%
Exams – Midterm & Final	30%
Chapter Quizzes	20%
Assignment and Material Quizzes	10%
<b>TOTAL COURSE POINTS</b>	<b>100.00%</b>

## Due Dates and Late Work

### Online Assignments

**Every quiz, exam, and written assignment has a specific due date listed on the Course Schedule in Moodle. *Deadlines are strictly enforced!*** All assignments are available for at least 1 week on Moodle before they are due. **Assignments must be posted and SUBMITTED to Moodle by 6:00pm on the date due.** I will grade assignments after the Due Date and once everyone has the chance to complete them. I suggest you review your graded assignments and read my comments so that you are able to approve as the semester continues. This is especially important for the assignments that help you build presentations!

Because you will have access to assignments several weeks before they are due, make-ups for online assignments are only allowed in the case of an emergency and will follow LSU PS-31 accepted reasons for absences. You **MUST** contact me through email **PRIOR** to missing the assignment. You can use this make-up option **one (1) time** this semester. Please remember, what **YOU** consider an acceptable reason for a make-up may **NOT** be what I consider a good reason for a make-up.

### Reasons that will NOT be considered for Make-Ups

- I was trying to get it done but ran out of time: Please do **NOT** wait until the last minute to complete assignments. Some of these assignments will take you longer than you anticipate and since you are given at least 1 week to work on them, there is no acceptable reason for running out of time.
- My computer wouldn't work: Please use a reliable computer and internet connection. Having computer troubles at 5:45pm on the night the assignment is due is **NOT** an emergency situation and will not grant you a make-up. If you doubt your computer or internet, LSU has many available around campus. Keep in mind that I can access if you were on the Moodle page, how long you were logged onto the page and what assignments you accessed. So if you tell me you submitted an assignment, I can verify this with Moodle and track how many times you opened the assignment and how long. Moodle is **VERY** good at this!
- I was sick: If you are sick for a day or two, there is plenty of time left for you to finish the assignments. Long-term sickness will be considered on a case-by-case basis with documentation. If you don't wait to the last minute, sickness should not be an issue for completing assignments.

- I had other school work, my job, my extracurricular activities, etc: I expect you to check in with Moodle several times a week. You will have enough time to complete assignments ahead of the due dates. In addition, this class is as important as your other classes so put in the time needed to complete the assignments. It often helps to use the scheduled class time as your time to work on the class.

### In Class Assignments

We will work in the classroom setting only a handful of times this semester. Class times are used to go over material better suited for a face-to-face teaching environment and to give presentations.

**ALL CLASS MEETINGS are MANDATORY!** Especially with presentations, we cannot make-up these class experiences so NO MAKE Ups are possible. The In Class meeting times are listed on your Class Schedule so you will know well in advance when we will meet. **DO NOT miss the In Class Meetings.**

### **In Class Meetings and Attendance/Tardies**

Attendance will be taken for all in class meetings. ***It is YOUR responsibility to sign the roll sheet and I will not allow you to sign the roll AFTER class is over or give you credit for being in class or for completing the assignments we worked on in class.*** Much like the corporate setting, you are expected to attend class and actively participate in class. It also means I expect you to come to class ON TIME and stay the ENTIRE class period. At the end of each class, you will be asked to complete a reflection evaluation or peer evaluation. If you are not present for the activity because you are late to class or have left early, you will not earn this quiz 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!**

### 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 2 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. If you fail to attend any of the group meetings during class and outside of class, you will NOT be allowed to participate in the project nor benefit from the grade earned by your group. This is another reason why attending class is so important.

### **Examinations**

Exams will cover material from the textbook, lectures, guest speakers, videos, and materials placed on Moodle. A Study Guide will be provided for each exam.

### 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** 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!

### **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 online and in-class exercises and assignments. You will learn communication skills by doing. Each presentation will have several days of online work that is part of the overall presentation grade.

In addition, you will work in groups/pairs for 2 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 earn different presentation grades.

### Interview for a Group

We will hold in-class Mock Interviews. The grade will be based on an Individual Interview Evaluation, online activities and participation in both Interview Days. As an interviewer and interviewee, you must 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 on Moodle.

### Sales Pitch

Class members sell a product or service to the class. Your product may be real or imagined. Your grade will be based on you are in pitching a product or service. You must bring an Instructor Evaluation Sheet on the day you present. Additional grades will be earned through individual participation in Moodle activities and Peer Evaluations of the Sales Pitches from your classmates.

If you fail to attend class on the day you present, you will earn a 0, as makeups are NOT possible for this assignment.

### Meeting Facilitation

You will be assigned to a group for this presentation. 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 Moodle to practice meeting facilitation before your group presents its meeting. 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 groups' 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 are late to class and your group starts without you, you will also receive a 0 for the group portion of the 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

You and your group members will produce a PowerPoint training seminar. Your training seminar should include an activity to engage learning.

This presentation grade has both group and individual grades. The Training Seminar Group grade will be based on how effective the group training seminar is. Your Individual Grades will be earned through individual participation in Moodle as you work on the assignment, as well as a group evaluation of the group experience in preparing the training seminars. Your group will upload their presentation to Moodle for each class member to evaluate.

### **Chapter Quizzes**

Throughout the semester, you will have quizzes to complete on every Chapter assignment for reading. These will be multiple choice and true/false questions to test your knowledge of the chapter. I use these chapters as a way to help you learn the chapter, so you may use any notes or the book itself as you are taking these quizzes. For each quiz, you have ONLY 1 attempt on each quiz and a 90 minutes to complete the quiz. It will help you to read the chapter first and take notes, and then begin on the quiz.

### **Assignment and Material Quizzes**

Each presentation assignment has a quiz for you to complete. These quizzes help to make sure you understand the assignments and give you a chance to ask me questions you might have about the assignment. You have 1 attempt and an unlimited time limit with these quizzes.

Other quizzes in this category are about material I've had you read on Moodle and topic preparation for presentations. You have only 1 attempt with these quizzes and an unlimited time limit, but they are important because the material on Moodle will help you prepare the presentations. The topic quizzes are also important because it gives you a chance to get feedback from me before you begin the work on your presentations.

### **Online Class Etiquette**

Interpersonal communication is intimate and throughout the semester, you will disclose some of your personal experiences. I expect ALL students to treat classmates with RESPECT and to keep confidential ALL personal information discussed in the class. Respect for yourself and for others is MANDATORY and disrespect will NOT be tolerated! It is important that the class atmosphere be a safe, comfortable and supportive environment to share and learn in. Differences of experience, attitude, opinions and values can be discussed in a meaningful way that we can all learn from. We must all agree to respect the norms of civil discussion. If we can do this, the class will provide a more significant experience for you and your classmates.

### **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 of any kind 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.