

**CMST 2061 – Spring 2018**  
**Business and Professional Communication**

**Instructor:** Dr. Johanna M. Broussard

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**Office Hours:** 2:30-4:00 W/F; 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' 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.

**Required Course Materials**

: *Strategic Communication at Work: Contemporary Perspectives on Business and Professional Communication 2<sup>nd</sup> edition* by Waldeck, Kearney and Plax

## 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.

#### **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.**

### **LSU COMMITMENT TO COMMUNITY**

Louisiana State University 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. It is a community that fosters individual development and the creation of bonds that transcend the time spent within its gates. To demonstrate my pride in LSU, as a member of its community, I will:

- Accept responsibility for my actions;
- Hold myself and others to the highest standards of academic, personal, and social integrity;
- Practice justice, equality, and compassion in human relations;
- Respect the dignity of all persons and accept individual differences;
- Respect the environment and the rights and property of others and the University;

- Contribute positively to the life of the campus and surrounding community; and
- Use my LSU experience to be an active citizen in an international and interdependent world.

The continued success of LSU depends on the faithful commitment by each community member to these, our basic principles.

### **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.

