

**CMST 2061 – Spring 2019**  
**Business and Professional Communication**

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**Office Hours**  
by appointment ONLINE

**Please use the emails provided on the syllabus!**

**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**

We will NOT meet in class during the semester. Your work will be completed through Moodle. You will need to come to LSU Campus at times convenient to you for the following:

- Exams will be scheduled with Computer Based Testing and you will be required to come to come to take these in Himes Hall.
- Meetings with group members for group assignments during class time or other times that work for your group.

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 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 is you'll be working through electronic media and not in a classroom. Prepare yourself to have assignments due EVERY week of the semester, usually multiple times a week! You will need to spend the class time, plus homework time, each day to complete the assignments due. Think of it this way, a typical class has 120-150 minutes of class time a week. You will need to spend this time plus homework time each week complete assignments. So plan to spend 5-6 hours per week on this class!

There are many benefits to this format and it 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 11:55pm on the days assigned on the Course Schedule. **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 online. 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.

***All Due Dates are listed on your Course Schedule and all assignments are due at 11:55 PM on the day due. These Due Dates will NOT change throughout the semester and the Schedule due dates are the only due dates I will use to determine if you have turned in an assignment on time.***

*Do NOT rely on the Moodle due dates!!*

### **Communication Across the Curriculum**

*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**

*Strategic Communication at Work* by Waldeck, Kearney and Plax

This is an ONLINE textbook. 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>

Efficient Access to Moodle and Computer Based Testing

### **COURSE REQUIREMENTS**

To increase your communication effectiveness in business and professional organizations, you are asked to complete reading assignments, writing assignments, and oral/video presentations. Each Presentation assignment has assignment sheets on Moodle to give you more information about the expectations and grading scales for that particular assignment.

**Grades**

All grades will be posted to **Moodle**. You can request an online or in person meeting 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.

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>	91-96.99
<b>A-</b>	90-90.99
<b>B+</b>	87-89.99
<b>B</b>	81-86.99
<b>B-</b>	80-80.99
<b>C+</b>	77-79.99
<b>C</b>	71-76.99
<b>C-</b>	70-70.99
<b>D+</b>	67-69.99
<b>D</b>	61-68.99
<b>D-</b>	60-60.99
<b>F</b>	59.99 and below

**Overview of Course Assignments and Percentage Values**

Mock Interviews	15%
Meeting	15%
Sales Pitch	15%
Exams – Midterm & Final	30%
Chapter Quizzes	15%
Assignment and Material Quizzes	10%
<b>TOTAL COURSE POINTS</b>	<b>100.00%</b>

Late or Make up Work

**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 11:55 PM 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!

***All Due Dates are listed on your Course Schedule.***

*Do NOT rely on the Moodle due dates!!*

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. All excuses must have documentation. You **MUST** contact me through email **PRIOR** to missing the assignment. You can use this make-up option **one (1) time** this semester. *If you have a valid, documented excuse, all work must be made up within 3 days of missing the assignment.*

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 11:45pm on the day 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.
- Moodle wasn't working: It is rare that Moodle doesn't work or allow you to submit your work. 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! Often, you have allowed Moodle to "time out" or your login to expire. This is NOT a Moodle issue. If you do receive a true Moodle error, please screenshot it and file it with LSU Tech Center. A verified Moodle issue by LSU Tech is the only way I would consider this as an excuse.
- 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: You know what is expected of you for the entire course from Day 1. I expect you to check in with Moodle daily and be sure to read emails from me. 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.

#### Working in Groups

Working with others is an important part of the business and corporate world. In class we will work in groups for presentations. For your groups, I expect you to be an active group member. This includes outside of class group meetings and technology based group meetings. If you fail to attend any of the group meetings, you will NOT be allowed to participate in the project nor benefit from the grade earned by your group. Also, if you are not present in the group video/presentation, you will NOT earn the group's grade. **You may NOT change groups without permission.**

## Examinations

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

**There is a Forum on Moodle for both the Midterm and the Final. I find it helps students to see all questions and my answers and the Forum provides an effective way to do this. Please use this Forum for questions about the exam or content instead of email.**

### 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 <https://www.cae.lsu.edu/default-s.asp> 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 2-day exam window 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.
- 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!
- ***CBT will NOT allow you to schedule for a future date once the Exam Window begins. For example, if you wait to schedule on the Tuesday of the Exam Week, CBT will ONLY let you schedule for a Tuesday time. This is a CBT rule and I can't do anything about it, so DO NOT wait until the Exam Window to schedule because there may not be a spot available!***

## **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 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 for 1 of the 3 presentations. This presentation will include a group 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.

**For each Presentation, there is a Forum on Moodle for you to ask questions. I find it helps for the whole class to see the questions asked and answered and the Forum provides an effective way for this to happen. Please ask questions you might have about the assignments on Moodle leading up to the presentations and the presentations themselves in these Forums instead of email.**

## Mock Interviews

You will prepare interview questions for a job that interests you and interview 2 people. The grade will be based on an Individual Interview Evaluation, online activities and uploaded videos of your interviews. As an interviewer, you must prepare for the interview process and the online assignments will help. Once you complete your interviews, you will 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 will video yourself giving your sales pitch. Make sure the video is NOT editing and you give them presentation in one take. Your video should also be full body.

Look over the Instructor Evaluation Sheet because this is what I use to evaluate your presentation. Additional grades will be earned through individual participation in Moodle activities and Peer Evaluations of the Sales Pitches from your classmates.

## Meeting Facilitation

You will be assigned to a group for this presentation. You and your group members will conduct a meeting to solve a problem found in a case study. As a group, you will video tape this meeting and submit it to Moodle. You will work through Moodle individually to prepare for this presentation and only work as a group during the actual presentation. 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. Look at the Instructor Evaluation Sheet to see what elements I will look at as I evaluate your meeting. 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 on the day your group presents, either in class, online or on video, 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 or an online meeting and your group starts without you, you will also receive a 0 for the group portion of the assignment.

### 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

Communication online is intimate and throughout the semester, you will share your presentations with your classmates. I expect ALL students to treat classmates with RESPECT. 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. One place we forget online etiquette is in emails. Please remember to be respectful in emails to classmates and me.

### Course Communication

***My biggest hint for success in the class is to READ MY EMAILS and Feedback on Assignments!*** I will send out multiple emails per week, sometimes per day. These emails to help you prepare assignments, address general student issues or confusion, and remind you of deadlines. Many times, these emails remind you of important information you will need to do well on an assignment. I have found that reminding you of details over time increases success on presentations. If you don't read them, it will affect your grade.

In addition, I also provide feedback on presentation assignments. If you don't read this feedback, it will affect your presentation grade. Please read my emails and please read my feedback on assignments. Those who do very well in this class pay attention to these details and I promise it will increase your success in the class.

**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. Exams can be easily scheduled through ODS and the use of Computer Based Testing makes this easy for both of us. Please remember to follow the ODS rules when scheduling your exams and make sure to use the correct email – [reeshaw@lsu.edu](mailto:reeshaw@lsu.edu).

**Spring 2019 – CMST 2061  
Course Schedule**

**Use the Due Dates Listed on this Schedule! Do not rely on the Moodle Due dates.  
ALL Assignments are DUE at 11:55pm**

W Jan 9	<b>Welcome to CMST 2061</b>
F Jan 11	Get your book and get ready for class
M Jan 14	<i>Watch Welcome Video on Class Syllabus</i> <b>Syllabus Quiz on Moodle Due</b>
W Jan 16	<b>Chapter 1 Quiz on Moodle Due</b>
F Jan 18	<b>Chapter 2 Quiz on Moodle Due</b> Read Moodle Handout – Organizational Socialization
M Jan 21	<b>NO Assignments – MLK Day</b>
W Jan 23	<b>Chapter 3 Quiz on Moodle Due</b> <b>Chapter 4 Quiz on Moodle Due</b>
F Jan 25	<b>Chapter 5 Quiz on Moodle Due</b>
M Jan 28	<i>Watch Video on Interview Assignment</i> <b>Mock Interview Assignment quiz on Moodle Due</b> <b>**There is a Forum Available on Moodle for you to ask questions about the assignment**</b> <i>Watch Video on Question Writing</i> <b>Question Writing Quiz Due on Moodle</b>
W Jan 30	<i>Watch Video on Question Organization</i> <b>Question Organization Quiz on Moodle Due</b>
F Feb 1	<i>Watch Video on Elevator Speech</i> Read Moodle Handout – Elevator Speech Read Moodle Handout – Getting ready for an Interview <b>Elevator Speech for Feedback Quiz on Moodle Due</b>
M Feb 4	<b>Elevator Speech Video uploaded to Moodle</b>
W Feb 6	NO Assignments - Work on Completing Interviews and Evaluation <i>You can work on the Evaluation as soon as your Interviews are uploaded</i>
F Feb 8	<b>Interview Videos Upload</b>
M Feb 11	<b>Interview Evaluation DUE on Moodle</b>
W Feb 13	<b>Chapter 6 Quiz on Moodle Due</b> Read Moodle Handout – Group Roles <i>Watch Video of Meeting Facilitation Assignment</i> <b>Meeting Facilitation Presentation Quiz on Moodle Due</b> <b>**There is a Forum Available on Moodle for you to ask questions about the assignment**</b>
F Feb 15	<b>Chapter 13 Quiz on Moodle Due</b> Read Moodle Handout – 7 Sins of Facilitation Read Moodle Handout – Questions to Stimulate Discussion <b>Meeting Observation Assignment Quiz on Moodle Due</b>
M Feb 18	<b>Chapter 12 Quiz on Moodle Due</b> Read Moodle Handout – Reflective Thinking <i>Watch Reflective Thinking Video</i> <b>Reflective Thinking Quiz on Moodle Due</b>
W Feb 20	Read Sample Case Study from Moodle Read Sample Agenda from Moodle <i>Watch Sample Case Video</i> <b>Practice Meeting Quiz on Moodle Due</b>
F Feb 22	<b>Meeting Prep Quiz on Moodle</b> <b>** Your Group’s case is available on Moodle **</b>
	<b><i>Midterm Exam Window with CBT – Monday, Feb 25<sup>th</sup> – Friday, March 1<sup>st</sup></i></b> <b>See Moodle for Forum to ask questions and Exam information</b>
M Feb 25	<b>Meeting Agenda Submission Quiz on Moodle Due</b> <b>**Each group member must submit the SAME agenda</b>

W Feb 27	<b>NO Assignments – Exam and Video Meetings</b>
F Mar 1	<b>NO Assignments – Exam and Video Meetings</b>
M Mar 4	<i>NO Assignments – Happy Mardi Gras</i>
W Mar 6	<i>NO Assignments – Happy Mardi Gras</i>
F Mar 8	<b>Chapter 8 Quiz on Moodle Due</b>
M Mar 11	<i>Meeting Facilitation Presentation – Upload to Moodle</i>
W Mar 13	<b>Meeting Facilitation Presentation – Evaluations Due</b>
F Mar 15	<b>Chapter 9 Quiz on Moodle Due</b>
M Mar 18	Read Moodle Handout – Source Credibility <i>Watch Video of Sales Pitch Assignment</i> <b>Sales Pitch Assignment Quiz Due</b> <b>**There is a Forum Available on Moodle for you to ask questions about the assignment**</b>
W Mar 20	<b>Chapter 10 Quiz on Moodle Due</b> Read Moodle Handout – Monroe’s Motivated Sequence <i>Watch Video on Monroe’s Motivated Sequence</i> <b>Quiz On Monroe’s Motivated Sequence Due</b>
F Mar 22	<b>Sales Pitch Topic Quiz Due</b>
M Mar 25	<i>Watch Video on Need and Visualization</i> Quiz on Presentation Need and Visualization Due
W Mar 27	NO Assignments – Read feedback on Need/Visualization, edit, and add to Outline
F Mar 29	<i>Watch Video on Introductions and Conclusions</i> <b>Quiz on Presentation Intro/Conclusion on Moodle Due</b>
M Apr 1	NO Assignments - Read my feedback on Intro/Conclusion, edit, and add work on Outline
W Apr 3	<b>Presentation Outline on Moodle Due</b>
F Apr 5	<b>Chapter 11 Quiz due on Moodle</b> <i>Watch Video on How to Practice Sales Pitch</i> Read Moodle Handout – How to Practice a Presentation Read Moodle Handout – How to Develop Notecards for a Presentation
M Apr 8	NO Assignments - Work on Video of Sales Pitch
W Apr 10	<b>Sales Pitch Video Uploaded to Moodle</b>
F Apr 12	<b>Sales Pitch Peer Evaluations Due Moodle</b>
M Apr 15	<i>Spring Break – NO Assignments due</i>
W Apr 17	<i>Spring Break – NO Assignments due</i>
F Apr 19	<i>Spring Break – NO Assignments due</i>
M Apr 22	<b>Chapter 16 Quiz due on Moodle</b>
W Apr 24	<b>Chapter 17 Quiz due on Moodle</b>
F Apr 26	No Assignments – prepare for Final Exam
	<b><i>Final Exam Window with CBT – Monday, April 29<sup>th</sup> – Saturday, May 4<sup>th</sup></i></b> See Moodle for Forum to ask questions and Exam information