

CMST 2061: Business and Professional Communication Syllabus Summer 2014

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Textbook: *Business and Professional Communication* by Sandra M. Pride Shaw

eText available through <http://www.grtep.com>

This book is an online edition that you can read online or print chapters. It also includes information on your assignments. You can purchase the book online or buy an access card through the LSU bookstore. You will use the same web address to access the book (grtep.com).

Other materials and articles via Moodle

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 process at work in organizations. In addition, we will learn how to organize clear, concise, and interesting presentations. By building on speaking and delivery skills, as well as critical and analytical thinking skills that focus on how to examine and solve communication problems, you will be prepared for a bright future.

Course Goals:

This course should help you read, write, and think critically. The goal is NOT simply to memorize terminology. You should certainly learn and understand the key concepts, but you should also know how to USE the concepts by relating material to other subjects and other areas of life in both a professional and social setting.

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:

- instructions 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 grade rooted in communication based work; and
- a student-faculty ration of less than 35:1.

Students interested in pursuing the Distinguished Communicators certification may use this C-I course for credit. For more information about this student recognition, visit www.cxc.lsu.edu.

ASSIGNED COURSEWORK

To increase your communication effectiveness in business and professional organizations, you are asked to complete reading assignments, writing assignments, and oral presentations. The course grade distribution is on a 1000 point scale where you earn points for completed assignments. Final grades will NOT be rounded up.

Grade Distribution = 1000 pt scale

A = 900 – 1000 pts

B = 800 – 899 pts

C = 700 – 799 pts

D = 600 – 699 pts

F = 599 and below

Overview of Course Assignments and Point Values

Interviews	100 points
Facilitate a Meeting	100 points
Group Training Seminar	150 points
Group Project Presentations	250 points
Quizzes/Participation	100 points
Midterm Exam	150 points
Final Exam	150 points

General Grading Standards

A = Work is polished and represents exceptional achievement well above expectations.

B = Work contains noticeable flaws, but represents solid, praiseworthy achievement.

C = Work contains a distracting number of flaws, but represents adequate achievement.

D = Work is substantially marred by flaws and represents substandard achievement.

F = Work is fatally marred by flaws or is missing.

Grades: All grades will be posted to Moodle and all assignments except for exams will be returned in class. If you do not understand why you received a specific grade, you will have one week to ask for clarification. Grades will not be discussed the day they are returned, nor will they be discussed over the telephone or through email. If you would like to go over the assignment or have questions concerning the grade, please come by during my scheduled office hours or schedule an appointment.

Extra Credit: Extra credit will be offered for contributing to CMST research studies if they become available. Volunteering for research participation is worth 15 pts per credit hour. Extra credit opportunities will be announced in class. (2 credits/30 pts maximum)

Attendance: Any absences from class will negatively affect your final grade, as you will miss information and in-class activities vital to the successful completion of your coursework. From PS-22: Class attendance is the responsibility of the student. The student is expected to attend all classes. A student who finds it necessary to miss class assumes responsibility for making up examinations, obtaining lecture notes, and otherwise compensating for what may have been missed. The course instructor will determine the validity of a student's reason(s) for absences and will assist those students who have valid reasons. Valid reasons for absences include:

1. Illness
2. Serious family emergency
3. Special curricular requirements such as judging trips or field trips
4. Court-imposed legal obligations such as subpoenas or jury duty
5. Military obligations
6. Serious weather conditions
7. Religious observances.
8. Participation in varsity athletic competitions or university musical events

The student is responsible for providing reasonable advance notification and appropriate documentation of the reason for the absence.

Make-up Exams: Make-up exams will ONLY be provided to students with university approved excuses (university travel, illness, etc.) that can be verified by written documentation. Written documentation must be given to the instructor the first day the student attends class following the absence. Otherwise, the absence will not be excused and the student will receive a zero (0) for the test grade.

Participation/Quizzes: You are expected to participate in all class activities. Activities are graded according to the quality of the work you produce, by the standards derived from the topics covered in the course. Your participation grade will be negatively affected if you frequently fail to attend class, if you fail to read assigned material, if you fail to bring printed material with you to class, if you are disruptively using technology (this includes texting, wearing headphones, and surfing the web).

Quizzes are frequently given at the beginning of class and cannot be made up. If you arrive late you will not be given extra time to complete the quiz. It is your responsibility to arrive in class on time, despite the devious machinations of traffic, weather, and alarm clocks.

I will drop the lowest quiz or activity grade, so NO makeup given for quizzes or class activities. In the business world, you will be expected to show up on time and regularly attend work. I have the same expectations for the classroom.

Assignments: Assignments to be turned in must be typed. This includes papers, outlines, or any other material assigned to be completed outside of class. Handwritten work will NOT be accepted. If you do not own a printer or computer, utilize the computer labs located on campus to complete your work. All assignments are due at the beginning of class. Late work **WILL NOT** be accepted.

If will not be able to attend class the day a written assignment or presentation is due, you will need to email me the assignment prior to the beginning of class as proof the assignment has been completed on time and provide a documented university approved excuse in order to turn in a paper copy and/or complete the presentation upon your return to class. See Attendance section (above) for university approved excuses.

Major Graded Assignment Overview: The following is a general overview of major assignments. More detailed prompts will be provided on Moodle outlining specific details of each assignment.

- *Exams* – Standard style of testing with questions based on lectures, assigned readings, and student presentations for training seminars.
- *Quizzes* – Similar to exams, but will occur at random and unannounced.
- *Interviews* – You will conduct interviews to select group members to work with throughout the semester for your major group project. Members of the class will be selected as team leaders to conduct interviews and begin selecting group members. If you are not a team leader, you will be the interviewee applying for the position of group member. Team Leaders should have a schedule of questions aiming at assembling a group they feel will work best together. Applicants should provide resumes to each interviewer. Interviews will span two days and you must attend both sessions. Failure to attend both days will negatively impact your grade.
- *Facilitate a Meeting* – Certain Wednesdays in the semester will be designated as Friendsday Wednesday. Each member of the group will lead a 45 to 50 minute long, in class group meeting. The goal is to use this time to focus on completing your final projects. As the group leader, you will create a meeting agenda of planned discussion to turn in and assign tasks for each member of your group to work on or accomplish prior to the meeting. Near the end of class, you will provide a summary to the rest of the class on your group's progress during the meeting. Your attendance for meetings is mandatory and missing a team leader's scheduled meeting will negatively impact your score.
- *Training Seminar* – Every student will conduct a 3-5 minute training seminar in a subject area that you are either an expert in or believe the class may benefit from learning. These do not necessarily need to be communications related. For example, if you are a subject matter expert on wines, you could conduct a training seminar on wine and food pairings. Topics will need to be approved through your instructor before presenting.
- *Group Project Presentations* – As a group, you will develop, design, and market a product to a group of investors that will benefit college students in some way. Products can target academic or social aspect of college life. As a group, you will create a mission statement and proposal for the product you create along with a 12-15 minute group presentation. Each group member will also write their own peer review to be evaluated anonymously by other members of the group. On days not presenting, groups will act as

investors for another group and provide a peer group review on whether you would invest in their product based on their pitch.

Plagiarism: Please see the Student Code of Conduct (an excerpt of which appears below)

6. Plagiarism is defined as the lack of citation or the unacknowledged inclusion of someone else's words, structure, ideas, or data. When a Student submits work as his/her own that includes the words, structure, ideas, or data of others, the source of this information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through quotation marks as well. Failure to identify any source (including interviews, surveys, etc.), published in any medium (including on the internet) or unpublished, from which words, structure, ideas, or data have been taken, constitutes plagiarism; Plagiarism also includes:
 - 6a. Falsifying or fabricating any information or citation in any academic exercise, work, speech, thesis, dissertation, test, or examination.
 - 6b. Submission of essentially the same written assignment for two courses without the prior permission of the instructors; (from the [Student Code of Conduct](#) section 8.1.6)

CLASSROOM CONDUCT

Cell Phones: Before coming to class, put your cell phones on silent or turn them off. Failing to do so will result in loss of quiz/participation points. This includes any time during lectures, group work, or any time you are in class. Folks, unless you are part of an organ transplant team that needs to be notified immediately that a heart has become available, you can be out of contact for the hour each morning that we meet. I will keep mine out in case of a LSU university emergency broadcast and to watch the time.

Laptops: You may use laptops to take notes. Do not use laptops to surf the web. Believe it or not certain nonverbal indicate a difference between scrolling and typing, and instructors can tell the difference. If using a laptop for notes, you may be called upon at random in class to save your notes and immediately share them with the class by emailing them to everyone and/or reading them aloud. Failure to do so will result in loss of quiz/participation points.

The "I Hate to Work in Teams" Kind Confrontation Policy: I think this goes without saying, but please be aware that the grades I assign to your CAT's assessment report, and your presentation may be the same for everyone in the CAT. Since each team member could be graded equally, regardless of her/his contributions to the project, I expect you to engage in "kind confrontation" with any member that the team perceives as not fulfilling commitments, missing team meetings, leaving early/arriving late, and not coming prepared. What is kind confrontation? It is the ability to deal with each other directly, assertively, tactfully and effectively to insure that everyone does her/his share of the work and fulfills commitments to the team. If it is determined by members of the team that another member is not fulfilling her/his commitments, then I expect you to kindly confront that member, either one-on-one or as a team, to discuss this, prior to bringing the issue to my attention. If this kind confrontation is not effective, then I expect you to let me know immediately if someone is not responding constructively to your CAT's efforts to integrate, motivate and support her/him. Please be advised that once the issue is brought to my attention, then I will kindly confront that team member. I reserve the right to privately counsel and, if

necessary, remove and discipline (with a failing grade for this assignment) any member who is unwilling or unable to meet her/his obligations to the CAT. If you choose not to engage in kind confrontation and choose to carry that member along, you have nobody to blame but yourself.

Disabilities: The Americans with Disabilities Act and the Rehabilitation Act of 1973 states: “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 of Disability Affairs (112 Johnston Hall) so that such accommodations can be arranged. After you receive the accommodation letters, please meet with me to discuss the provisions of those accommodations.

Final Exam Schedule Website: <https://sites01.lsu.edu/wp/registrarooffice/academics/final-exams/>

Course Schedule:

Week 1: 6/9 - 6/13	Intro to Course Ch. 1 – Business Communication <i>Developing Communicator Credibility, Looking the Part, Cultural Diversity, Workplace Diversity, Business Comm. Vs Other Comm., Communication Technologies</i>
Week 2: 6/16 - 6/20 Wed & Thurs: <i>Interviews</i> Fri: <i>Interview Summaries</i>	Ch. 2 – Organization Communication <i>Classical Theories, Human Relations, Human Resources</i> Ch. 3 – Interviewing <i>Interviewing Prep., Interviewing Strategies, Types of Interviews, Conducting Interviews</i>
Week 3: 6/23 - 6/27 Wed: <i>Meeting Facilitation 1</i>	Ch. 5 – Groups and Teams <i>Roles, Cohesiveness, Coalition Formation, Effective Groups</i> Ch. 8 – Leadership and Motivation <i>Leadership, Motivation</i>
Week 4: 6/30 - 7/4 Wed: <i>Meeting Facilitation 2</i> Thurs: Midterm Exam Fri: No Class (Happy Birthday America)	Ch. 6 – Meeting and Facilitation <i>Handout Sections (Stimulating Discussions w/ Questions & Groupthink)</i> Ch. 7 – Training Seminars <i>Role of Communicator, Levels of Competency, Designing and Including Experiential Activities in Training</i>
Week 5: 7/7 - 7/11 Mon: Daily Training Seminars Begin (2 per day) Wed: <i>Meeting Facilitation 3</i>	Ch. 9 – Language <i>Language Styles, Language Perception, Language and Power, Language and Interaction, Conversation Analysis Theory, Sexual Harassment</i> Ch. 10 – Nonverbal Communication <i>Handout Section (6 Functions of Nonverbal in Comm. Process)</i>
Week 6: 7/14 - 7/18 Wed: <i>Meeting Facilitation 4</i> Daily Training Seminars Continue	Ch. 11 – Listening Ch. 12 – Conflict <i>Dimensions of Relationships, Comm. Conflict-Related Traits, Competence-Related Traits</i>
Week 7: 7/21 - 7/25 Wed: <i>Meeting Facilitation 5</i> Fri: Daily Training Seminars End	Ch.4 – Presentation Preparation <i>Audience Centeredness, Preparing for Your Audience, Adapting to Audience Feedback, Practicing the Presentation, Methods of Delivery</i> Ch. 13 – Informative & Persuasive Business Presentations <i>Informative Presentation Guidelines Types of Persuasive Presentations/Organizational Patterns, Monroe’s Motivational Sequence, Building Credibility, Reasoning</i>
Week 8: 7/28 - 7/31 Mon & Tues: <i>Group Presentations</i> Wed: Final Exam (4 – 6pm)	No Readings. Prepare for Presentations and study, study, study

****NOTE:** Below is a tentative course schedule and the instructor has the authority to update schedule if needed. A supplementary list of exact speech dates for each student will be provided after the final roster has been established.