

BUSINESS COMMUNICATIONS

GBA 389.04
12:30-2 PM—Mon/Wed

Fall 2007

SHB303
Red Folder

TEXT : **BASIC BUSINESS COMMUNICATION**, 11TH Edition
by Lesikar, Flatley, & Rentz

CLASS LECTURE AND TEST SCHEDULE		
Date	Text Chapters	Subject
Aug 20		Intro and check email
Aug 22 - Sep 10	2, 3, 4, 5, 16	Communication Techniques/ Fundamentals/Diversity/Ethics
SEP 10 (MON)	ABOVE CHAPTERS	TEST 1
Sep 12 - Oct 8	10, 11, 12, 13(412-421; 434-435), 19	Reports/Documentation/ Questionnaires
OCT 8 (MON)	ABOVE CHAPTERS	TEST 2
Oct 10-31	9	Business Etiquette Letter Formatting Job Search
OCT 31 (WED)	ABOVE CHAPTERS	TEST 3
Nov 5 & 7 Nov 12 & 14 Nov 19 - 28	6 7 8	Routine Communication Negative Communication Persuasive Communication
DEC 5 (WED)	ABOVE CHAPTERS	TEST 4
FINAL EXAM PERIOD: Monday, December 10, 2-4 PM		

INSTRUCTOR	OFFICE HOURS
Harold A. Hurry Office: SHB200H (<i>old bldg</i>) Phone: 936.294.1291 FAX: 936.294.3074 E-Mail gba_hah@shsu.edu Dept. Office: 936.294.1278	Mon: 8-11 Tue: 7-8, 9:30-11, 2-3:30 Wed: 8-11 Thu: 7-8, 9:30-11 Fri: By Appointment

CLASS SCHEDULE					
Monday and Wednesday:			Tuesday and Thursday:		
11-12:30	GBA361.1	SHB303	8-9:30	GBA389.7	SHB303
12:30-2	GBA389.4	SHB303	11-12:30	GBA389.9	SHB303

COURSE GRADING (All grades recorded on Blackboard)

ITEM	NUMBER	%EA	TOTAL
Test <i>(Individual)</i>	4	12	48
Report <i>(Individual)</i>	1	12	12
Questionnaire <i>(Group)</i>	1	4	4
Documentation <i>(Individual)</i>	1	6	6
Resume <i>(Individual)</i>	1	5	5
Application Letter <i>(Partners)</i>	1	4	4
Routine Communication <i>(Individual)</i>	1	4	4
Negative Communication <i>(Individual)</i>	1	6	6
Persuasive Communication <i>(Group)</i>	1	6	6
Daily Work <i>(5 Required—Daily #7 cannot be dropped)</i>	7 <i>(drop 2)</i>	1	5
TOTAL			100

COURSE OBJECTIVES

Students will:

1. Develop a foundation and principles for successful communication.
2. Learn to adapt language and style in various business communication situations.
3. Learn to construct clear, effective communication using accepted standards of grammar, punctuation, and style appropriate to the communication technique.
4. Learn to compose effective written business communication documents.
5. Develop and employ effective and ethical writing strategies that are tactful, courteous, positive, and maintain goodwill.
6. Learn research terminology and methodology and how to prepare well structured and well written objective reports.
7. Develop interpersonal skills such as team work, group dynamics, and leadership skills.
8. Develop an understanding of ethics, diversity, technology, and business etiquette and how they impact effective communication.

POLICIES

1. **ATTENDANCE:** Students are expected to attend class regularly and be on time for each class. Each student is permitted two absences without penalty. Any absences above two will count as a weight against the student in borderline cases. Any absences above five (*total*) will result in a course grade reduction as follows: 6 total absences = one letter grade reduction, 7 total absences = two letter grade reduction, 8 total absences = three letter grade reduction, and over 8 total absences = F. Three tardies or leaving class early three times (*or a combination of three*) count as an absence.
2. **LATE WORK REDUCTION:** The grade on late work is reduced 10% (*of the total value*) for each week late (*unless it is excused ahead of time*).
3. **WORK SUBMISSION:** Each assignment not submitted will lower the course grade one letter. **The last date any late work will be accepted is Wednesday, November 28.**
4. **WORK FORMAT:** All assignments must be keyed (*typed*).
5. **TESTS:** All tests are open book/open notes except as follows:
 - A. Any test taken at a time other than the regularly scheduled time may be an essay test, open note **but not open book**
 - B. All graded exercises up to the test must be completed before a test can be taken. Any test missed as a result of unexcused late work, will be written (*not True/False and Multiple Choice*), and no notes nor text can be used.
 - C. Using a cell phone during a test will result in a "0" test grade.
6. **COMPUTER USE IN CLASS:** Using the computer during the class period for any purpose other than the assigned task will lower the course grade 5 points for each time the computer is misused. (*the computers can be used to take lecture notes.*)
7. **WORK ETHICS:** Students are expected to do their own work on all material other than partner or group work. Any individuals submitting another person's work as their own will receive no credit for the work and a possible lowering of their course grade. Any individuals allowing others to copy their work come under the same policy.
8. **STUDENT ABSENCES ON RELIGIOUS HOLY DAYS:** In accordance with University Policy 861001, a student desiring to absent herself/himself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable time frame in which the missed assignments and/or examinations are to be completed.
9. **STUDENTS WITH DISABILITIES:** It is the policy of Sam Houston State University to adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. Any student seeking accommodations as a result of a disability(s) must register with Sam Houston State University Services for Students with Disabilities (*SSD*) at the Counseling Center located in the Lee Drain Annex (*Phone: 936.294.1720*).
10. **CELL PHONES:** Please turn off all cell phones. Cell phone use is not permitted during class, including Text Messaging. Using a cell phone in class will result in a two point reduction of the course grade for each infraction of this policy.
11. **LISTENING DEVICES:** Such devices are not permitted during the class time unless specific permission is given by the instructor.

Attendance, Class Activities, and Assignments Schedule—Fall 2007

Present	DAY/DATE	CLASS TIME	Credit	Notes
	Mon, Aug 20	General class information		
	Wed, Aug 22	Notes: Communication Techniques; Fundamentals, Lab practice		
	Mon, Aug 27	Notes: Fundamentals; Lab practice		
	Wed, Aug 29	Notes :Diversity, Ethics, Lab practice		
X	MON, SEP 3	HOLIDAY—LABOR DAY		NO CLASS
	Wed, Sep 5	Test 1 review; Lab practice		
	MON, SEP 10	TEST 1—COMM TECH/FUNDS/DIVERSITY/ETHICS	Test 1 1	
	Wed, Sep 12	Go over Test 1; Notes: Reports (<i>I, II, III, IV</i>); Report Assignment	Daily 1 2	
	Mon, Sep 17	Notes: Reports (<i>V</i>), Research jobs if time permits		
	Wed, Sep 19	Notes: Reports (<i>VI, VII, VIII.A</i>); Research jobs if time permits		
	Mon, Sep 24	Write report (<i>Research completed</i>)	Daily 2 3	
	Wed, Sep 26	Documentation Exercise	Report 4	
	Mon, Oct 1	Create Questionnaire (<i>group</i>)	Grp Quest 5	
	Wed, Oct 3	Notes: Reports (<i>VIII.B</i>) & Formal Report Parts; Test 2 Review	Doc Ex 6	
	MON, OCT 8	TEST 2--REPORTS	Test 2 7	
	Wed, Oct 10	Go over Test 2; Business Etiquette		
	Mon, Oct 15	Notes: Business Etiquette and Resumes (<i>Resume assigned</i>)	Daily 3 8	
	Wed, Oct 17	Notes: Resume; Lab—work on resume		
	Mon, Oct 22	Notes: Letter Formatting & Application Ltr; Lab—complete resume	Resume 9	
	Wed, Oct 24	Application Letter in class (<i>partners</i>)	App Ltr 10	
	Mon, Oct 29	Notes: Interviewing; Test 3 Review		
	WED, OCT 31	TEST 3-BUSINESS ETIQUETTE/LTR FORMAT/JOB SEARCH	Test 3 11	
	Mon, Nov 5	Go over Test 3; Notes: Routine Comm; Lab	Daily 4 12	
	Wed, Nov 7	Routine communication exercise in class (<i>Individual</i>)	Rout Ex 13	
	Mon, Nov 12	Notes: Negative Comm; Lab	Daily 5 14	
	Wed, Nov 14	Negative Communication exercise in-class (<i>Individual</i>)	Neg Ex 15	
	Mon, Nov 19	Notes: Persuasive Comm (<i>Assign draft sales letter</i>).	Daily 6 16	
X	WED, NOV 21	THANKSGIVING		HAVE A GOOD BREAK
	Mon, Nov 26	Lab: Work on sales letter (<i>group</i>) NO LATE DRAFTS ACCEPTED	Daily 7 17	Daily 7 cannot be dropped
	Wed, Nov 28	Lab: Complete sales letter Deadline for any late work	Sales Ex 18	
	Mon, Dec 3	Test 4 review and grades		
	WED, DEC 5	TEST 4—ROUTINE/NEGATIVE/PERSUASIVE COMM	Test 4 19	[COURSE ENDS]