

**SAM HOUSTON STATE UNIVERSITY  
COLLEGE OF BUSINESS ADMINISTRATION  
EXECUTIVE MBA Online**

GBA 587—Research Writing in Business  
Summer 2007 – Spring 2008

Schedule & Location: August 6 – 18, 2007 on SHSU campus, Huntsville, TX (18 hrs.)  
December 9, 2007 – April 6, 2008; online (22 hrs.)

**Instructor:** Dr. Marguerite P. Joyce  
**Office:** 210D Smith-Hutson Building; Ofc. Hrs. 1-2:30 p.m. T, Th, Sa  
**Phone:** 936/294-3103  
**Fax:** 936/294-3074  
**E-Mail:** [mpj002@shsu.edu](mailto:mpj002@shsu.edu)  
**Website:** [www.shsu.edu](http://www.shsu.edu)

**Textbooks:**

MANAGEMENT COMMUNICATION: PRINCIPLES AND PRACTICE, 3<sup>RD</sup> Edition, 2008, by M. E. Hattersley and L. McJannet  
ISBN: 13-978-0-07-352505-1

THE BUSINESS WRITER'S HANDBOOK, 7<sup>th</sup> Edition, by Bedford/St. Martin's Press, 2003, Bedford/St. Martin's Press, by G. Alfred, C. Brusaw, and W. Oliu  
ISBN: 0-312-43612-2

**Course Description:**

This course presents principles of communication that apply to the needs of today's business professionals. It is designed to help students improve the writing and speaking skills that effective managers use in various business contexts.

**Course Objectives:**

Students will:

- Appreciate the importance of good communication skills for business success.
- Understand the communication process on four levels—interpersonal, group, organization, and intercultural.
- Know how to communicate effectively with co-workers, supervisors, subordinates, customers, and other stakeholders.

- Develop listening habits that enhance interpersonal and organizational communication.
- Learn how to conduct research on contemporary business issues and how to develop written and oral reports of the research results that are appropriate for business audiences.
- Sharpen the oral and written communication skills that are most useful in the workplace and in the SHSU Graduate Business Program.

**Course Requirements:**

1. Technology Proficiency. Proficiency in MS Word or WordPerfect, PowerPoint graphics software and the Internet for conducting research. (All written assignments are to be word-processed and submitted electronically.) Students should have familiarity with Blackboard eLearning platform and access to videotaping equipment.
2. Timely Completion of Assignments. A late assignment will be penalized 8 points per day. The last date to submit any late assignment is March 24, 2008.
3. Appropriate Academic Conduct. Unprofessional, disruptive, or disrespectful behavior of any kind will NOT be tolerated. Plagiarism (submitting others' work without appropriate citation or allowing others to submit your work without citation or falsifying data or information) will not be tolerated either.
4. No Cell Phone or Computer Usage in Class. Personal use of cell phones during class is strictly prohibited. Students are NOT to use the computers during class time unless working on a GBA 587 class assignment. Use of the computer during class time or for taking notes will cost 8 course points for each infraction.

**Students with Disabilities:**

SHSU adheres to all applicable Federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. Students with a disability that affects their academic performance are expected to register with the SHSU Counseling Center and to notify the professor the first week of the semester so that reasonable accommodation can be arranged, ensuring that participation and achievement opportunities are not impaired. For more information, contact the Director

of the Counseling Center, Chair of the Committee for Continuing Assistance for Disabled Students, at 936/294-1720.

**Sam Houston Writing Center:**

Writing tutors will assist students to generate, organize, or revise a draft of any assignment. The Center is located in Farrington 111 on SHSU's main campus and has both day and evening hours. Students can go to the Center or call for an appointment (936/294-3680). The Writing Center also offers distance tutoring for off-campus students. E-mail [wctr@shsu.edu](mailto:wctr@shsu.edu) for more information.

NOTE: Working with Writing Center personnel does not guarantee a satisfactory grade on any assignment in this course.

<b>Summary of Assignments:</b>	<b>Points</b>
Impromptu	25
Listening Exercise	25
Interview Role Play	75
Memo/Letter Rewrites	75
Survey/Questionnaire	50
Proposal Report	150
Persuasive Presentation	<u>100</u>
 Total Points	 500

**Grade Distribution:**

<b>450 – 500 pts</b>	=	<b>A (90%)</b>
<b>400 – 449 pts</b>	=	<b>B (80%)</b>
<b>350 – 399 pts</b>	=	<b>C (70%)</b>
<b>Below 350 pts</b>	=	<b>F</b>

All cut-offs are firm; grades will not be curved.

**Note: The proper time to question a score on an assignment is within three days of receiving the score.**

**Criteria for Evaluating Discussion Board Contributions:**

Students can earn up to 10 bonus course points for their participation in the Online Discussion forums. Here is how your online contributions will be evaluated:

- Quantity – number of posts overall
- Consistency – number of posts per week
- Relevance – posts that respond to the topic and/or answer the question
- Knowledge – posts that demonstrate understanding of assigned reading
- Depth – posts that display analytical thought
- Initiative – posts that refer to new sources, start a new thread, or offer a new idea
- Collegiality – points that react to other students' posts in a respectful tone when disagreeing

## GBA 587 – Research Writing in Business – Weekly Schedule

<b>Week</b>	<b>Date</b>	<b>Topic &amp; Assignment</b>	<b>Chapter</b>
1 - On Campus	Tu. 8/7	Role of Communication in Organizations Foundations of Management Communication & Goal Setting	1 & 2
	Th. 8/9	Diversity and Intercultural Communication Managerial Communication <b>Impromptus Due</b>	13
	Sa. 8/11	Point of View, Giving and Receiving Feedback, and Managerial Listening <b>Listening Exercise Due</b>	4 & 9
2 – On Campus	Tu. 8/14	Managing Meetings & Teams Personal & Corporate Ethics	10 & 14
	Th. 8/16	Delivering Your Messages Audience Analysis & External Audiences	3, 8 & 12
	Sa. 8/18	Interviewing Techniques and Performance Reviews <b>Interview Role Plays Due</b>	
3 – Online	Week of 12/11	Media Selection Electronic Communication	7 & 15
4 – Online	Week of 12/18	Communicating Change; Techniques Effective Communications for Managers	11
	Week of 12/25	<b>Holiday Break</b>	
5 & 6 – Online	Weeks of 1/1 & 1/8	Writing Styles & Effective Writing Routine Messages Writing Mechanics/Refresher	6, 16

	2/2	<b>Memos Due Letters Due</b>	Alfred Handbook
7 Online	Week of 2/5	Management Reports and Proposals	Alfred Handbook
8 Online	Week of 2/12	Managerial Listening and Asking Questions	17, p. 265
9 Online	Week of 2/19	<b>Surveys/Questionnaires Due</b>	
10 Online	Week of 2/26	Nonverbal Communication	
11 Online	Week of 3/4	Content and Argument Persuasive Writing	5
12 Online	Week of 3/11	Formal Reports, APA Style	Handout
	3/15	<b>Reports Due</b>	
13 Online	Week of 3/18	Making Formal Presentations	17
14 Online	Week of 3/25	Using Visual Aids and PowerPoint Guidelines	17, p. 262 - 265
15 Online	Week of 4/1	<b>Formal Oral Presentations Due</b>	

