

**SAM HOUSTON STATE UNIVERSITY**  
**College of Business Administration**  
**Department of General Business and Finance**

**Course Syllabus - Spring 2008**  
**GBA 389 BUSINESS COMMUNICATION**

**PROFESSOR:** Dr. Lucia S. Sigmar  
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<b>Section 1:</b> MW	9:30 a.m. – 10:50 a.m.	<b>Smith-Hutson Building, Room:</b> SHB 303
<b>Section 4:</b> MW	12:30 p.m. - 1:50 p.m.	<b>Smith-Hutson Building, Room:</b> SHB 303
<b>Section 5:</b> MW	2:00 p.m. - 3:20 p.m.	<b>Smith-Hutson Building, Room:</b> SHB 303

	<b><u>Monday</u></b>	<b><u>Tuesday</u></b>	<b><u>Wednesday</u></b>	<b><u>Thursday</u></b>	<b><u>Friday</u></b>
<b>OFFICE HOURS:</b>	8:50 -9:20	By Appointment	8:50-9:20	8:30–11:00	By Appointment

**REQUIRED TEXTS AND OTHER MATERIALS:**

Raymond V. Lesikar, Marie E. Flatley, and Kathryn Rentz. **Business Communication: Making Connections in a Digital World.** Eleventh Edition. McGraw-Hill Companies, 2006.

SHSU computer account; Writer’s Workout Online Software (\$5.00 through McGraw-Hill); 882-E Scantron Forms; #2 pencil; letter-size manila file folder; three-ring binder for handouts.

**COURSE DESCRIPTION:**

**GBA 389 BUSINESS COMMUNICATION.** Communication as a management tool in business and as a personal skill with emphasis on the logical and psychological development of routine messages and reports. Prerequisite: Ability to use a word processing package. Credit 3.

**TEACHING/LEARNING STRATEGIES:**

GBA 389 is a writing-intensive course. Delivery of course material will be accomplished through lectures, readings, assignments, and experiential learning.

**COURSE OBJECTIVES:**

To build on language skills of writing, grammar, and punctuation in conjunction with business foundation courses to enable students to develop effective business communication skills to solve business problems. Students will:

- Develop a foundation and principles for successful communication.
- Adapt language and style in various letter- and report-writing situations.
- Construct clear sentences and paragraphs using accepted standards of English grammar and punctuation, with emphasis on variations in sentence structure and effective paragraph design.
- Compose effective business letters.
- Develop and employ effective writing strategies that maintain goodwill and are tactful, courteous, and positive.

- Learn research terminology and methodology and how to prepare well-structured and well-written objective reports.
- Develop interpersonal skills in team work, group dynamics, and leadership skills.
- Develop an awareness and understanding of international and cross cultural communication issues and how they impact effective communication.

### COURSE REQUIREMENTS:

#### Examinations/Homework:

Quizzes or assignments and scheduled exams will be given in objective and/or written format. During the semester, selected problems and readings will be assigned. Students are responsible for material in assigned chapters and on handouts whether it is discussed in class or not. Students are expected to participate in class and to bring textbooks to class. Students are expected to complete all assignments on the due date, prior to class. No late work will be accepted. Unless otherwise specified, **all writing assignments must be keyed and in proper business format.**

#### Grading System:

	Points
Mid-Term Exam	100
Writer's Workshop Workout	100
Quizzes/Assignments	150
Report	200
Oral Presentation	100
Letters (3)	
Letter 1 = 50	
Letter 2 = 50	
Letter 3 = 50	
Résumé and Cover Letter	100
Comprehensive Final	100

#### Possible Points:

900-1000 = A

800-899 = B

700-799 = C

600-699 = D

Below 599 = F

### ATTENDANCE POLICY:

***Attendance is necessary and expected. If you are unable to commit to taking the class, it is advisable to wait until you are able to make the commitment.*** Attendance will be taken at all class meetings. Absence from class will result in zero credit for that day's exams, that day's in-class letters, and other time-sensitive assignments—with the exception of extreme circumstances (in which case, arrangements for work must be made ahead of time with the instructor).

Students are allowed up to three weeks (six class periods for TTh and MW classes; three class periods for evening classes) of absences without penalty. Beyond the sixth or third class respectively, the grade of "F" will be recorded for the student. **Students unable or unwilling to accomplish reasonable attendance (those who will likely exceed the eight- hour absence limit) are encouraged to enroll during a semester and in a section when they *will* be able and willing to attend the class.** Tardiness will count as one-half absence. If a student is tardy, it is his/her responsibility to inform the professor at the end of the class period, or the tardy will be counted as an absence. If you are unable to come to class on time, it is strongly advisable to switch sections or take the class in another semester.

### **SAM HOUSTON STATE UNIVERSITY WRITING CENTER:**

Writing tutors will help you generate, organize, or revise a draft of any assignment. (Note: Working with the Writing Center does not guarantee a satisfactory grade on any assignment in this course.) The Center is located in Farrington 111. Walk in, or call 936-294-3680 for an appointment.

### **CLASSROOM CONDUCT:**

Only registered students may attend class. Students are expected to assist in maintaining a classroom environment that is conducive to learning. Students are to treat faculty and other students with respect. Students are to turn off all cell phones and pagers while in the classroom. Under no circumstances are cell phones or other electronic devices to be used or seen during times of examination. Classroom computers and printer are to be used for composing assignments and for viewing slide presentations only. No food or drink is permitted in the classroom.

### **ACADEMIC INTEGRITY EXPECTATIONS:**

An act of academic dishonesty, even a first offense, places the student in jeopardy of severe forms of disciplinary action, including dismissal. Academic dishonesty includes cheating, falsification of information/citations, plagiarism, interference (with another student's work), and aiding others to commit an act of academic dishonesty. In accord with this policy, the instructor will cooperate with administrators in detecting, documenting, and reporting any person committing an act as described above. Avoid even the appearance of cheating. If a student is looking at another student's paper during an exam, it will be assumed that the purpose is to cheat, and will be documented as such.

In this course, emphasis is placed on the following: ethical behavior; conveying honest and accurate information; showing equal treatment through non-sexist and non-discriminatory writing; exhibiting fair-mindedness, a sensitivity to the feelings of others, and respect for human rights.

### **STUDENT ABSENCES ON RELIGIOUS HOLY DAYS POLICY:**

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University Policy #861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself 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 timeframe in which the missed assignments and/or examinations are to be completed.

### **DISABLED STUDENT POLICY:**

It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Disabled students may request help with academically related problems stemming from individual disabilities from their instructors, school/department chair, or by contacting the Chair of the Committee for Continuing Assistance for Disabled Students and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720.