

Sam Houston State University
College of Business Administration
Department of General Business and Finance
GBA 587-Research Writing in Business

Summer 2008

Schedule: Thursdays, June 5-August 7, 6:00-9:50 p.m.

Location: The University Center

Instructor: Geraldine E. Hynes, Ph.D.

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Office hours: Thursdays, 5:00-5:50 p.m. at TUC

M-Th at SHSU Huntsville campus by appointment

Textbooks:

Required: Hynes, Geraldine E. *Managerial Communication: Strategies and Applications*. 4th Ed. McGraw-Hill, 2008.

Recommended: Alred, G.J., Brusaw, C.T., & Oliu, W.E. *The Business Writer's Handbook*. 8th Ed. Bedford/St. Martin's Press, 2006.

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, organizational, and intercultural.

- Know how to communicate effectively with coworkers, 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. Regular and punctual class attendance. Any unexcused absence will cost **5 course points**.

Two tardies or early leaving of class equal one absence.

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, without penalty. University policy 861001 provides the procedures to be followed by the student and instructor. If you plan to be absent due to observance of a religious holy day, you must notify the instructor in writing **by June 5, 2008**.

2. Preparation for class. You are expected to have read the assigned material before the class during which it is discussed. PowerPoint® slides for each textbook chapter and lecture are available on the Blackboard course site.
3. Participation in all class activities. Class sessions provide opportunities to practice your communication skills.
4. Computer proficiency, especially in the use of MS Word or WordPerfect, PowerPoint® graphics software and the Internet for conducting research. All written assignments are to be word-processed.
5. Timely completion of all course assignments. All assignments are due at the beginning of the class period on the due date. Late written assignments (exams, reports, homework) will cost 5 points per day. Late oral assignments (presentations, interviews, listening exercise) will cost 5 points per class meeting. If you are absent from class when an assignment is due, you will avoid the late penalty by submitting your work early. The last date any late work will be accepted is **Wednesday, Aug 6, 2008**.
6. Appropriate academic conduct. Unprofessional, disruptive, or disrespectful behavior will not be tolerated. Plagiarism (submitting others' work without appropriate citation or allowing others to submit your work without citation) will not be tolerated.
7. Cell phone and computer use in class. Personal use of cell phones during class is prohibited. Using computers during class for any purpose other than the assigned task or for taking lecture notes will cost 5 course points for each misuse.

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 instructor 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 help you 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. The center also provides distance tutoring. Walk in, email wctr@shsu.edu or call 936-294-3680 for more information.

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

Summary of Assignments:

Listening Exercise	25
Interview Role Play	100
Memo Makeover	75
Survey/Questionnaire	50
Proposal Report	150
Persuasive Presentation	<u>100</u>
Total points =	500

Grade Distribution:

450-500 pts = A (90%)

400-449 pts = B (80%)

350-399 pts = C (70%)

below 350 pts = F

All cut-offs are firm. Grades will not be curved.

NOTE: The proper time to challenge a score on an assignment is immediately after receiving your score, not at the end of the semester.

Weekly Schedule:

<u>Dates</u>	<u>Topics and Assignments</u>	<u>Chapters</u>
June 5	Introduction to the course Communication in Contemporary Organizations The Managerial Communication Process Technologically Mediated Communication	1, 2, 3
June 12	Contemporary Managerial Writing Routine Messages Management Reports and Proposals	4, 5, 6
June 19	Memo Makeovers Due Managerial Listening Asking Questions, Creating Surveys Listening Exercise Due	7
June 26	Intercultural Managerial Communication Managing Conflict Surveys / Questionnaires Due	9, 10
July 3	No class	
July 10	Principles of Interviewing Employment Interviews, Performance Reviews	12
July 17	Interview Role Plays Due	
July 24	Managerial Negotiation Managing Meetings and Teams Proposal Reports Due	11, 13
July 31	Making Formal Presentations Principles of Persuasion Visual Aids and PowerPoint Principles Nonverbal Communication	14, 8
Aug 7	Persuasive Presentations Due	