

BUSINESS COMMUNICATIONS

GBA 389
Period 1 (8-10)

Summer 2008

Section 1
SHB 208

TEXT (*Optional*): **BASIC BUSINESS COMMUNICATION**, 11th Ed
by Lesikar, Flatley, & Rentz

CLASS LECTURE AND TEST SCHEDULE		
DATE	TEXT CHAPTERS	SUBJECT
Tue, June 3 - Thurs, June 5	2, 3, 4, 5, 16	Intro/Fundamentals/Email/Texting/ Cross-cultural Comm/Ethics
FRI, JUNE 6	ABOVE CHAPTERS	TEST 1
Mon, June 9 - Tue, June 17	10,11,12,13(412-421; 434- 435), 19	Reports/Documentation/ Questionnaires
WED, JUNE 18	REPORT CHAPTERS	TEST 2
Thurs, June 19 - Fri, June 27	6, 7, 8, 9	Formatting/Job Search/ Business Etiquette/ Routine Comm /Negative Comm/ Persuasive Comm
MON, JUNE 30	ABOVE CHAPTERS	TEST 3

INSTRUCTOR	OFFICE HOURS
Harold A. Hurry	Mon 1-3
Office: SHB 200H	Tue 1-3
Ext. 936-294-1291	Wed 1-3
FAX: 936-294-3074	Thur 1-2
E-Mail: gba_hah@shsu.edu	Fri: By Appointment

COURSE GRADING (All grades recorded on Blackboard)

ITEM	NUMBER	%EA	TOTAL
Test <i>(Individual)</i>	3	14	42
Documentation <i>(Individual)</i>	1	6	6
Report <i>(Individual)</i>	1	12	12
Questionnaire <i>(Group)</i>	1	4	4
Application Letter <i>(Partners)</i>	1	6	6
Resume <i>(Individual)</i>	1	7	7
Routine Comm. <i>(Partners)</i>	1	6	6
Negative Comm. <i>(Individual)</i>	1	6	6
Persuasive Comm. <i>(Group)</i>	1	6	6
Daily Practice	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:** Each student is permitted 3 hours of absences (*2 class sessions*) without penalty. Any absences over three hours will lower the course grade one letter grade for each class session missed.
2. **LATE WORK REDUCTION:** The grade on late work is reduced 10% (*of the total value*) for each day 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 Friday, June 27.**
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 uncompleted exercises, 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.

Class Activities and Assignments Schedule Summer 2008

Present	Date	Activities	Credit	Notes
	June 3 Tue	Introduction: Fill out info forms; go over course outline Notes: Fundamentals; Practice		
	June 4 Wed	Notes: Fundamentals, Email, Text Messaging; Practice		
	June 5 Thurs	Notes: Cross-cultural Communication, Ethics; Practice; T1 Review	Daily 1 (1)	
	JUNE 6 FRIDAY	TEST 1 over Fundamentals, Email, Text Messaging, Cross-cultural Communication, and Ethics	Test 2	
	June 9 Mon	Go over Test 1; Notes: Reports; Report assignment explained		
	June 10 Tue	Notes: Reports; Start documentation exercise	Daily 3 (2)	
	June 11 Wed	Notes: Reports; Finish documentation exercise	Doc Ex 4	
	June 12 Thurs	Notes: Reports; Go over example report; Research for 3 jobs	Daily 5 (3)	
	June 13 Fri	Three job printouts due (<i>marked according to examples attached to assignment sheet</i>); Write report	Daily 6 (4)	
	June 16 Mon	Notes: Formal Reports; Start Group Questionnaire (<i>Report due at beginning of period—no class time to work on</i>)	Rpt 7	
	June 17 Tue	T2 Review; Complete Questionnaire	Quest 8	
	JUNE 18 WED	TEST 2 over Reports including documentation and questionnaires	Test 9	
	June 19 Thurs	Go over Test 2; Notes: Formatting and Routine Communication; Practice	Daily 10 (5)	
	June 20 Fri	Graded Exercise: Routine Communication	Rout Ex 11	
	June 23 Mon	Notes: Negative Communication; Notes: Persuasive Communication; Practice	Daily 12 (6)	
	June 24 Tue	Graded Exercise: Negative Communication	Neg Ex 13	
	June 25 Wed	Graded Exercise: Persuasive	Persua Ex 14	
	June 26 Thurs	Notes: Job Search; resume assigned Write resume or Application Letter practice	Daily 15 (7)	
	June 27 Fri	Resume due at beginning of period T3 Review Graded Exercise: Application Letter	Res 16 App 17	
	JUNE 30 MON	TEST 3 over Formatting; Routine, Negative, & Persuasive Communication; and Job Search	Test 18	[Course Ends]