

**SAM HOUSTON STATE UNIVERSITY
COLLEGE OF BUSINESS ADMINISTRATION
DEPARTMENT OF GENERAL BUSINESS AND FINANCE**

COURSE NUMBER: General Business Administration 389

COURSE TITLE: Business Communications

PREREQUISITES Ability to keyboard

INSTRUCTOR Dr. Kathy L. Hill **OFFICE:** SHB 210C

PHONE 936-294-1288

OFFICE HOURS: M - F: 12 - 2; TT: 5 - 6 PM UNC; or by appointment

E-MAIL khill@shsu.edu

REQUIRED TEXT

Raymond V. Lesikar, Marie E. Flatley, and Kathryn Rentz. (2008). *Business Communication Making Connections in a Digital World*, McGraw-Hill Companies. Eleventh Edition.

REQUIRED SUPPLIES

Computer Account

COURSE DESCRIPTION

Communication as a management tool in business and a personal skill with emphasis on the logical and psychological development of letters and reports.

COURSE OBJECTIVES

The general objective of business communication is to build on general studies (such as language skills of writing, grammar, and punctuation) in conjunction with the business foundation courses (accounting, finance, management, marketing, etc.) within a communication framework and a business context enabling students to develop effective business communication skills to solve business problems. Students will:

1. Develop a foundation and principles for successful communication.
2. Learn to adapt language and style in various letter- and report-writing situations.
3. Learn to construct clear sentences and paragraphs using accepted standards of English grammar and punctuation, with emphasis on variations in sentence structure and effective paragraph design.

4. Learn to compose effective business letters.
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 awareness and understanding of international and cross cultural communication issues and how they impact effective communication.

COURSE EVALUATION PROCESS

Point System	Points
Tests (3)	300
Short Report	100
Oral Communication Report	150
Letters (4)	<u>250</u>
Letter 1 = 50	800
Letter 2 = 50	
Letter 3 = 50	
Letter 4 = 100	

Possible Points

800 - 720 = A	639 - 560 = C
719 - 640 = B	559 - 480 = D
Below 479 = F	

The grades are based on points only. Percentages are never used.

Students are responsible for material in assigned chapters whether it is discussed in class or not.

Assignments must be submitted on the date due or **TEN POINTS PER CLASS PERIOD LATE WILL BE DEDUCTED!!** Arrangements can be made to hand in work earlier than the assigned date. All outside of class assignments must be keyed.

NO MAKE-UPS ON IN-CLASS LETTERS!!!!!! If you are not in class when an in-class letter assignment is done for a grade, you will not be permitted to make up that grade. You will be given a zero for that assignment!

NO MAKE-UP EXAMS WILL BE GIVEN ON UNIT TESTS!! Arrangements need to be made before the test to take it at an earlier/different time.

NO ORAL COMMUNICATION REPORT--NO REPORT!! If a student does not give his/her oral presentation to the class or make arrangements with the Professor, his/her written short report will not be recorded.

IF YOU MISS ANY OF THE CLASSES WHERE PRESENTATIONS ARE BEING GIVEN, FIVE POINTS WILL BE DEDUCTED FROM YOUR PRESENTATION FOR EVERY CLASS PERIOD YOU MISS!

No food or drink permitted in classroom!!

**Ethics is stressed throughout the course. Emphasis is placed on ethical concepts, conveying honest and accurate information, showing equal treatment through nonsexist and nondiscriminatory writing, exhibiting fair mindedness and a sensitivity to feelings, and respect for human rights.

Academic Dishonesty: Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. *See Student Syllabus Guidelines.*

Classroom Rules of Conduct: Students are expected to assist in maintaining a classroom environment that is conducive to learning. Students are to treat faculty and students with respect. Students are to turn off all cell phones while in the classroom. Under no circumstances are cell phones or any electronic devices to be used or seen during times of examination. Students may tape record lectures provided they do not disturb other students in the process.

NO CELL PHONES OR PAGERS ALLOWED--TURN RINGERS OFF OR THEY WILL BE MINE!!!!!!!!!!

Student Absences on Religious Holy Days: Students are allowed to miss class and other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Students remain responsible for all work. *See Student Syllabus Guidelines.*

Students with Disabilities Policy: It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should visit with the Office of Services for Students with Disabilities located in the Counseling Center. *See Student Syllabus Guidelines.*

Visitors in the Classroom: Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

The following information is available at the following website: <http://www.shsu.edu/syllabus/>

ACADEMIC DISHONESTY

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. For a complete listing of the university policy, see: <http://www.shsu.edu/administrative/faculty/sectionb.html#dishonesty>

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. Their hours are Monday through Thursday from 8 a.m. until 7 p.m., Friday from 8 a.m. until 3 p.m., and Sunday from 2 until 7 p.m. Walk in or call 936-294-3680 for an appointment.

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

ATTENDANCE POLICY

As indicated in the University Catalog, regular and punctual attendance is expected. Roll will be taken every class period. Students will be rewarded with **10 bonus points** for perfect attendance. **TWO ABSENCES WILL RESULT IN A FAILING GRADE FOR THE COURSE.**