

SAM HOUSTON STATE UNIVERSITY

Department	General Business & Finance
Course Number/Title	GBA 389 Business Communications
Instructor	Mr. Paul Allen, MBA
Text	<i>Basic Business Communications</i> by Lesikar/Flatley, McGraw-Hill Irwin, 2005

COURSE DESCRIPTION

This course recognizes communication as a management tool in business and a personal skill with emphasis on the logical and psychological development of written, oral, and technological documentation and presentation.

COURSE PREREQUISITES

Junior Class standing and the ability to key copy using Microsoft Word.

COURSE OBJECTIVES

Students will satisfy the following course objectives by the end of the semester and will be assessed in each of the following areas, by demonstration of successfully completing the required assignments, and by meeting the minimum expected level of performance on each major exam.

- Learn to adapt language and style in various letter and report writing situations.
- Learn to construct clear sentences and paragraphs used acceptable standards of proper English grammar and punctuation with emphasis on structure & design.
- Utilize analytical and problem solving skills typical in business communication.
- Select appropriate organizational formats and channels used in developing and presenting business messages.
- Learn to develop and employ effective writing strategies that are tactful, courteous, and positive, and maintain goodwill.
- Establish an understanding of legal and ethical issues in business communications.
- Compose effective employment communications.
- Learn research terminology and methodology and prepare a well written objective report.
- Develop interpersonal skills in verbal communication, listening, and leadership by actively participating in group dynamics and teamwork.
- Develop an understanding of cultural differences and technology and how they impact effective communication.

SAM HOUSTON WRITING CENTER

The Sam Houston Writing Center provides assistance to all SHSU students. Writing tutors will assist students in generating, organizing, or revising a draft on any assignment. The Center operates during daytime and evening hours. Walk in or call 936-294-3680 for an appointment. Note: Working with Writing Center personnel does not guarantee a satisfactory grade on any course assignment.

COURSE EVALUATION

The *Grading Procedure* is based on a **POINT SYSTEM!** Every assignment for the Business Communication course will impact your **FINAL GRADE!** Some Course Assignments will be completed on an *individual basis*, some on a *partnership basis* and some on a *group basis*; either during class or outside of class!

Assignment	Topic	Points
Examination 1	Communication Fundamentals (Chapters 1, 2, 3, 4)	100
Examination 2	Business Correspondence (Chapters 5, 6, 7, 8)	100
Examination 3	Job Search and Oral Reporting (Chapters 9, 14, 15, 16,)	100
Final Examination	Business Reports (Chapters 10, 11, 12, 13)	100
Business Report	Job Search & Career Strategies	100
Business Letters	Application/Routine/ Bad News/Sales Letters	100
Personal Resume	Resume for Job Application	50
Class Assignments	Homework/Quizzes/Daily Work	50
	TOTAL	700

POINT SCALE

A = 630 --- 700

B = 560 --- 629

C = 490 --- 559

D = 420 --- 489

F = Below 419

LATE ASSIGNMENTS

All class work and assignments are due at the *beginning of class*. Late work may be accepted, but only as subject to a *late penalty* of 10 points per class period! Some assignments may be completed early by the student with the consent of the instructor. NO in-class assignments will be allowed to be made up for any reason! *All class assignments must be keyed.*

MAJOR EXAMS

Major Exams will be based on the material presented in class along with the designated textbook chapters. Major Exams consist of 25 True False questions, 25 Multiple Choice questions, and appropriate application exercises. A ScanTron #882 will be required for each exam. All Major Exams will be “scheduled” including the FINAL EXAM!

CLASS ATTENDANCE

- The catalogue of Sam Houston State University requires the each faculty member announce and discuss attendance policies and requirements in the Syllabus.
- Regular and punctual class attendance is expected and the instructor, beginning on the first class day will maintain a written record of absences.
- Class attendance is vital to students’ performance on examinations and completion of course assignments.
- Any student who has **3** or more absences for an evening semester class for any reason will receive an automatic F for the course!
- Three tardies, or leaving class early three times (or a combination) count as one absence.

MAKE-UP POLICY

Make-up work will NOT be allowed! Make-up examinations will not be provided *except under unusual circumstances!* All students should make every effort possible to attend every class.

RELIGIOUS/HOLY DAYS

Students who are absent from class for observance of a religious holy day will be allowed to make up work scheduled for that class day within one week of returning to class. The student must notify the instructor of each scheduled class day to be missed for such reason within 15 calendar days of the semester beginning.

CELL PHONES

Please turn OFF your cell phones! They distract students and ME! Use of cell phones is NOT permitted during class, including TEXT MESSAGING! NO other types of listening devices are permitted in class unless approved by the instructor.

STUDENTS WITH DISABILITIES

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 of Student Life program or activity. Disabled students may request help with academically related programs 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.

ACADEMIC INTEGRITY

Students are responsible for their own work for all class assignments! Students are expected to conduct themselves in an orderly and professional manner. Students are expected to adhere to all published University rules and regulations as printed in the Undergraduate Catalogue, *Student Guidelines*, and other official University publications.

CLASSROOM POLICY

No food, beverages, or smoking permitted in the classroom! Bring your textbooks to every class, be prepared, and arrive on time!

INSTRUCTOR INFORMATION

Office: SHB #200J

Phone: (936) 294-3179 ext. 43179

Office Hours: By appointment or

Email: gba_pra@shsu.edu

Monday/Wednesday/Friday 10:00 a.m. to 12:00 noon and Monday 3:00 p.m. to 6:00 p.m.

KEY SEMESTER DATES

January 15	WEDNESDAY. Daytime on-campus classes begin.
January 21	MONDAY. MLK Holiday
March 10–14	MONDAY – FRIDAY Spring Break for Students and Faculty.
March 21	FRIDAY. Good Friday Holiday.
May 5	MONDAY. Last Class Day.
May 9	FRIDAY. Study Day for Students.
May 12–15	MONDAY – THURSDAY Final Examinations.