

**GBA 389 PGA/PGM**  
**Business Communication**  
**Spring 2008**

**Instructor: Tab W. Cooper**  
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**Office: SHB 200-N**  
**Phone: 936-294-1819**

**Class Times:** MW 11:00 - 12:20 SHB 309  
MW 2:00 - 3:20 SHB 208\* GBA 389  
TT 9:30 - 10:50 SHB 208\* GBA 389  
TT 12:30 - 1:50 SHB 208\* GBA 389  
TT 2:00 - 3:20 SHB 208\* GBA 389  
TuN 6:00 - 8:50 SHB 303

**Office Hours:** MW 8:00 - 11:00  
TT 8:00 - 9:30  
TT 11:00 - 12:30  
Fr . 8:00 - 2:00

**Text:** Raymond V. Lesikar and Marie E. Flatley. (2008). Basic Business Communication Skills for Empowering the Internet Generation, McGraw-Hill Companies. Eleventh Edition.  
Writer's Workout Online Software (\$5.00 through McGraw-Hill).

**Supplemental materials:** A Flash/Travel drive to manage assignments. Student computer account.  
Scantron Form 882-E and #2 pencil.

**Course description:** Communication as a management tool in business and as a personal skill. Emphasizing effective interpersonal communication and 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:

- Learn to adapt language and style in various letter- and report-writing situations.
- 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.
- 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.
- Compose effective employment communications.
- Learn research terminology and methodology and how to prepare well-written objective reports.
- 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.
- Identify writing that meets acceptable standards.
- State the steps in the writing process.
- Develop a writing plan by:
  - Completing a Writing Worksheet to evaluate readers' needs, identify the primary purpose for writing, and compose a statement that expresses the main point.
  - Deciding what information to include and what information is unnecessary.
  - Organizing information logically.
  - Writing summary statements for key points.
- Write a first draft that includes:
  - Short sentences and paragraphs as well as lists and other techniques to make information accessible to readers.
  - The appropriate tone.
  - Effective openings and closings.
- Use the active, clear, concise language.
- Edit for a professional polish.

## Course Grades:

Exams (3)	300 points
Writer's Workout	100 points
SQ-EQ Packet	100 points
Letters (3)	150 points
Application Letter and Resume	50 points
Report Writing and oral presentation	200 points
Final Exam	100 points
Total	1000 points

Grades in this course are determined by applying the following scale to a student's average:

895-1000	A
795 – 894	B
695 – 794	C
645 – 694	D
< 645	F

## Policies

**Students with Disabilities Policy:** It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her disability, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic, Student Life program or activity. Students with disabilities may request academic assistance when needed from their instructor, 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.

**Religious Holiday 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.

## Other:

- Students are responsible for abiding by all published University rules and regulations as printed in the Undergraduate Catalogue, Student Guidelines, and in other official University publications.
- Students must setup an account to use the University Information System and to send and receive mail.
- **Smoking, Food or Drinks are not allowed in the computer lab at any time.**
- **No Instant Messaging or Text Messaging in the classroom at any time.**

## Attendance & Attendance Policy:

- A record of class attendance will be maintained.
- ANY SPECIAL CONSIDERATION TOWARD FINAL GRADE WILL ONLY APPLY TO THOSE STUDENTS WHO MISS  $\leq$  3 hours of CLASS DURING THE ENTIRE SEMESTER (**irrespective of the reason**). This policy also applies to students whose grades are "border line" (e.g., 89.4, 79.4).

## Exams & Assignments:

- Assignments should be submitted by the due dates given.
- Assignments submitted after the due date, are subject to a late penalty.
- The final exam will be a "comprehensive" exam.
- There will be no early finals given for any reason.
- No makeup assignments will be given without prior approval from instructor.

**Final Grade:**

- Final grades will be posted on Blackboard *between 24-48 hours after the scheduled final exam.*

**SAM HOUSTON WRITING CENTER**

Writing tutors will help you generate, organize, or revise a draft of any assignment. The center is located in the Farrington building, room #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:** You are strongly encouraged to work with Writing Center personnel. Working with Writing Center personnel will have a significant impact on assignment grades. Any rough draft copies of assignments with written corrections and certified by the writing center staff should be submitted with writing assignments when appropriate. Assignments submitted with a rough draft following these criteria will receive consideration for spelling or grammatical errors when graded.

**TENTATIVE SCHEDULE (read chapters by):**

Jan 16-17	First Day of Class
Jan 21-22	Holiday
Jan 23-24	Chapter 1
Jan 28-29	Chapter 14
Jan 30-31	Chapter 16
Feb 4-5	Exam review
<b>Feb 6-7</b>	<b>Exam I - Chapters 1, 14, 16, Lecture</b>
Feb 11-12	Chapter 12/Assign Written Reports
Feb 13-14	Literature Research/Writing Center
Feb 18-19	Chapter 2
Feb 20-21	Chapter 3
Feb 25-26	Chapter 4
Feb 27-28	Chapter 5/ <i>Deadline for Completing Tutorial</i>
Mar 3-4	Exam review/ <i>SQ-EQ Packet Due</i>
<b>Mar 5-6</b>	<b>Exam II - Chapters 2-5, Lecture</b>
Mar 10-14	Spring Break
Mar 17-18	Chapter 15/ <i>Written Reports Due</i>
Mar 19-20	Presentations
Mar 24-25	Chapter 6
Mar 26-27	Writing assignment
Mar 31-Apr 1	Chapter 7
Apr 2-3	Writing assignment
Apr 7-8	Chapter 8
Apr 9-10	Writing assignment
Apr 14-15	Exam review
<b>Apr 16-17</b>	<b>Exam III - Chapters 6-8</b>
Apr 21-22	Presentations
Apr 23-24	Chapter 9/Career Services
Apr 28-29	Presentations/ <i>Application Letter and Resume due</i>
Apr 30-May 1	Advanced Interpersonal Skills
May 5-6	Advanced Interpersonal Skills
May 7-8	Final Exam review
<b>TBA</b>	<b>Comprehensive Final Exam</b>