

Sam Houston State University
College of Business Administration
Department of General Business and Finance

GBA 587—Research Writing in Business
Spring 2008

CID: 4111 **Sec:** 02
Schedule: Wednesday, 2:00-4:50 pm
Location: 140 Smith-Hutson Bldg.

Instructor: Kathy L. Hill, Ph.D.
Office: 210C Smith-Hutson Bldg.
Phone: 936-294-1288
Fax: 936-294-3074
E-mail: khill@shsu.edu

Office hours: Tuesdays - 12:30 - 4:00 at SHSU and 5 - 6 pm at the University Center
Wednesdays – 12:30 - 2 pm at SHSU
Thursdays and Fridays - 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. 2005.

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. Roll will be taken every class period. Students will be rewarded with 10 bonus points for perfect attendance. **FOUR (4) absences will result in a failing grade for the course.**

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 **January 30, 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 are available on the Blackboard course site.
1. Participation in all class activities. Class sessions provide opportunities to practice your communication skills. **If a student does not participate in scheduled presentations, he/she will fail the class.**
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. Late written assignments (exams, reports) 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, May 7, 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 personal computer use in class. Using cell phones or other electronic devices 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:

2 exams on assigned reading @ 50 pts each =	100
Impromptu	25
Listening Exercise	25
Interview Role Play	75
Memo Makeover	75
Survey / Questionnaire	50
Audit Report	150
Persuasive Presentation	<u>100</u>
 Total points =	 600

Grade Distribution:

- 600-540 pts = A (90%)
- 539-480 pts = B (80%)
- 479-420 pts = C (70%)
- below 420 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:

Dates	Topics and Assignments	Chapters
Jan 16	Introduction to the course	
Jan 23	Communication in Contemporary Organizations The Managerial Communication Process Technologically Mediated Communication Impromptus Due	1 2 3
Jan 30	Contemporary Managerial Writing Routine Messages	4 5
Feb 6	Memo Makeovers Due Management Reports and Proposals Managerial Listening	6 7
Feb 13	Listening Exercise Due	
Feb 20	Asking Questions in Surveys and Interviews Exam 1	pp. 164-165, 258-260
Feb 27	Intercultural Managerial Communication	9
Mar 5	Managing Conflict Surveys / Questionnaires Due	10
Mar 12	No Class Spring Break	
Mar 19	Principles of Interviewing Employment Interviews, Performance Reviews	12
Mar 26	Interview Role Plays Due	
April 2	Managerial Negotiation APA citation style, formal report parts	11
April 9	Managing Meetings and Teams	13
April 16	Making Formal Presentations Principles of Persuasion	14
April 23	Audit Reports Due Visual Aids and PowerPoint Principles Nonverbal Communication	8
April 30	Exam 2	
May 7	Persuasive Presentations Due	
May 14	(2 – 4 pm) Persuasive Presentations Due	