

GBA 389
Business Communication
Fall 2007

Instructor: Tab W. Cooper
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<u>Class Times:</u>	MWF	8:00 - 9:00	SHB 208	<u>Office Hours:</u>	Mon	5:00 - 6:00
	MW	9:30 - 11:00	SHB 208* GBA 389		Tues	8:00 - 2:00
	MW	11:00 - 12:30	SHB 208* GBA 389		Thur	8:00 - 2:00
	MWF	1:00 - 2:00	SHB 208		Fri	9:00 - 2:00
	MW	2:00 - 3:30	SHB 208* GBA 389			
	MoN	6:00 - 9:00	SHB 340			

Text: Raymond V. Lesikar and Marie E. Flatley. (2008). Basic Business Communication Skills for Empowering the Internet Generation, McGraw-Hill Companies. Eleventh Edition.

Supplemental materials: A Flash/Travel drive to manage assignments.
 Student 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:

- o Develop a foundation and principles for successful communication.
- o Learn to adapt language and style in various letter- and report-writing situations.
- o 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.
- o Learn to compose effective business letters.
- o Develop and employ effective and ethical writing strategies that are tactful, courteous, positive, and maintain goodwill.
- o Learn research terminology and methodology and how to prepare well structured and well-written objective reports.
- o Develop interpersonal skills such as team work, group dynamics, and leadership skills.
- o Develop an awareness and understanding of international and cross cultural communication issues and how they impact effective communication.

Course Grades:

Exams (3)	300 points
Participation (15)	200 points
Project	100 points
Letters (3)	150 points
Application Letter and Resume	75 points
Report Writing	75 points
Final Exam	100 points
Total	1000 points

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

900-1000	A
800 – 889	B
700 – 799	C
650 – 699	D
< 650	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. Bottled water with lid only.**
- **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.
- Participation grades require your physical presence in class at the time they are awarded.

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 all writing assignments. Assignments submitted with a rough draft following these criteria will receive extra consideration when graded.

TENTATIVE SCHEDULE (read chapters by):

Aug 20	First Day of Class
Aug 27	Chapter 1
Sept 3	Labor Day
Sept 5	Chapter 14
Sep 10	Chapter 16
Sep 24	Exam I
Sep 26	Chapter 2
Sep 28	Chapter 3
Oct 1	Chapter 4
Oct 3	Chapter 5
Oct 10	Exam II
Oct 15	Chapter 10/Research Article
Oct 22	Chapter 6
Oct 29	Chapter 7
Nov 5	Chapter 8
Nov 14	Exam III
Nov 19	Project Due
Nov 21	Thanksgiving
Nov 26	Chapter 9
TBA	Comprehensive Final Exam