

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

GBA 389—Business Communication
Fall 2007

Classes:

- Section 13 – Tuesday , Room 207
- Section 14 – Thursday, Room 210

Time: 6 – 8:45 pm

Instructor: Marsha Tomlin

Phone: 281-298-5832 (h) or 832-630-6711 (cell)

Fax: Call Student Services , 936-273-7570 or 281-618-7140

E-mail: mxt001@shsu.edu

Chat: pierce_tomlin@yahoo.com or marshatomlin@hotmail.com

Office: Room 315 TUC (faculty lounge area)

Office hours: Tuesday & Thursday 5:45 p.m. – 6:00 p.m., after class and by appointment

Textbook

Lesikar, Flatley, & Rentz. *Business Communications, Making Connections in a Digital World* 11/e. McGraw-Hill Irwin.

Course Description

This course focuses on the communication of information and ideas using current technology to maximize business decisions. Theory and principles are studied as they apply to the development of competency in formal and informal business speaking, listening, and writing.

Course Objectives

- Learn to adapt language and style in various business writing situations.
- Learn to construct clear sentences and paragraphs using accepted standards of English expression.
- Use analytical and problem solving skills typical in business communication.
- Select appropriate organizational formats and channels for developing and transmitting business messages.
- Learn to develop and apply effective writing strategies that are tactful, courteous, and positive, and that maintain goodwill.
- Establish an understanding of legal and ethical issues in business communication.
- Develop effective employment search documents and interview techniques.
- Learn research skills used in composing business reports.
- Develop interpersonal communication skills applicable to business leadership, including teamwork.

- Develop an understanding of and appreciation for cultural differences and technology as they enhance business communication.

Course Requirements

Regular and punctual class attendance. I will call roll before the first break. If you arrive late, it is your responsibility to let me know you are present. It is also your responsibility to get the class notes or assignments from another student when you miss class. If you plan to be absent due to observance of a religious holy day, you must notify the instructor. **Please note that students are allowed up to 3 weeks (six class periods for TTH classes & three class periods for evening classes) of absences without penalty.**

Preparation for class. You are expected to have read the assigned material before the class during which it is discussed.

Regular participation in class activities. Class sessions provide opportunities to practice your communication skills. Occasionally, you will have assignments to complete during class.

Computer proficiency, especially in the use of MS Word or WordPerfect, PowerPoint® graphics software, Blackboard™ and the Internet. All written assignments are to be word-processed.

Timely completion of all course assignments. All assignments are due at the beginning of the class period on the due date. **Late assignments will cost 5 points. I will not accept assignments more than 1 week late. Papers, oral presentation, or exams do not apply. If you plan to be absent when an assignment is due, you will avoid the late penalty by submitting your work *before* the due date or *before* the next class period.**

Appropriate academic conduct. Students are expected to engage in all academic pursuits in a manner that is above reproach and to maintain complete honesty and integrity in the academic experiences both in and out of their classroom. 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.

Computer use in class. Using a computer during class for any purpose other than the assigned task or for taking lecture notes is prohibited.

Students with Disabilities

It is the policy of Sam Houston State University that no otherwise qualified disabled individuals shall, solely by reason of their disability, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any academic program or activity. Students with a disability that affects their academic performance are expected 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

Resources

Sam Houston Writing Center <http://www.shsu.edu/~wctr/>

Sam Houston Career Services http://www.shsu.edu/~ccp_www/

Summary of Assignments

3 exams on assigned reading @ 50 pts each =	150
Good/Neutral news message	25
Bad news message	25
Persuasive message	25
Resume and cover letter	75
Quizzes	25
Business Report (s)	100
Oral Presentation	<u>75</u>
Total points =	500

Grade Distribution

450-500 pts = A (90%)

400-449 pts = B (80%)

350-399 pts = C (70%)

300-349 pts = D (60%)

Below 300 pts = F

Make up Exams

In order to qualify for a make-up exam, **the student must inform the instructor prior to the time of the exam**, in person, via email, or phone message, of the inability to take the exam at the assigned time. The make-up exam should be completed prior to the next class period.

IMPORTANT DATES:

- September 14, Last day to drop without Q
- December 6, Last day to resign (drop all classes and receive WP or WF)

Tentative Weekly Schedule Fall 2007

Date	Topic	Assignment Due
August 20-24	Class Introduction Chapter 17 Correctness of Communication	
August 27-31	Ch. 1 Communication in the Workplace Ch. 2 Adaptation and Selection of Words	
September 3-7	Ch. 3 Construction of Clear Sentences & Paragraphs Ch. 4 Writing for Effect	
September 10-14	Ch. 5 Writing Process Review for Exam 1	
September 17-21	<i>Bring scan-tron</i>	Exam 1 Ch. 1-5
September 24-28	Ch. 6 Directness in Good /Neutral Messages Ch. 7 Indirectness in Bad News Messages	
October 1-5	Ch. 8 Indirectness in Persuasive Messages	Good & Bad news messages
October 8-12	Ch. 9 Strategies in the Job-Search Process Review for Exam 2	Persuasive message
October 15-19	<i>Bring scan-tron</i> Review resume writing	Exam 2 Ch. 6 - 8
October 22-26	Ch. 19 Business Research Methods Ch. 10 Basics of Report Writing Ch. 13 Graphics	Resume & Application Letter
October 29-November 2	Ch. 14 Informal Oral Communication Ch. 15 Public Speaking & Oral Reporting	
November 5-9	Ch. 16 Cross Cultural Communication Ch. 18 Technology Enabled Communication	
November 12-16	<i>Bring scan-tron</i> Review business research & report writing	Exam 3 Ch. 14-16
November 19-23	Thanksgiving Holiday	
November 26-30	No lecture; presentations only	Business Report Oral Presentation
December 1-7	No lecture; presentations only	Oral Presentation
December 10-14	No lecture; presentations only	Oral Presentation

Note: Check Blackboard™ weekly for updates, handouts, and details for assignments.

STUDENT INFORMATION

Please print.

Name	
Email	
Phone Number(s)	
Work Hours	
Class Hours	
Major/ Classification	
Company	
Something unique about you	

What are your strengths in communication?

What are your weaknesses in communication?

What are your goals for this class?

I have read the syllabus and understand guidelines about late work, makeup exams, absenteeism, and what is expected of me.

Please sign and date: _____