

# BUSINESS COMMUNICATIONS

GBA 389.08 (8-9:30 AM–Tue/Thur )

Spring 2008

(Blue Folder) SHB303

TEXT : **BASIC BUSINESS COMMUNICATION**, 11<sup>TH</sup> Edition  
by Lesikar, Flatley, & Rentz

<b>CLASS LECTURE AND TEST SCHEDULE</b>		
<b>Date</b>	<b>Text Chapters</b>	<b>Subject</b>
Jan 17		Intro
Jan 22 - Feb 5	2, 3, 4, 5, 16	Communication Techniques/ Fundamentals/Diversity/Ethics
<b>FED 5 (TUE)</b>	<b>ABOVE CHAPTERS</b>	<b>TEST 1</b>
Feb 7-26	9	Business Etiquette Letter Formatting Job Search
<b>FEB 26 (TUE)</b>	<b>ABOVE CHAPTERS</b>	<b>TEST 2</b>
Feb 28 - Apr 8	10, 11, 12, 13(412-421, 434-435), 19	Reports/Documentation/ Questionnaires
<b>APR 8 (TUE)</b>	<b>ABOVE CHAPTERS</b>	<b>TEST 3</b>
Apr 10-15 Apr 17-22 Apr 24 - May 8	6 7 8	Routine Communication Negative Communication Persuasive Communication
<b>MAY 8 (THUR)</b>	<b>ABOVE CHAPTERS</b>	<b>TEST 4</b>
<b>FINAL EXAM PERIOD: Thursday, May 15, 8-10 AM</b>		

<b>INSTRUCTOR</b>	<b>OFFICE HOURS</b>
Harold A. Hurry Office: SHB 200H Phone: 936.294.1291 FAX: 936.294.3074 E-Mail gba_hah@shsu.edu Dept. Office: 936.294.1278	Mon: 7-8, 9:30-11, 2-4 Tue: 7-8, 11-12:30, 2-4 Wed: 7-8, 9:30-11, 2-3 Thu: 7-8, 11-12 Fri: By Appointment

<b>CLASS SCHEDULE</b>					
Monday and Wednesday:			Tuesday and Thursday:		
8-9:30	GBA389.1	SHB303	8-9:30	GBA389.8	SHB303
11-12:30	GBA389.3	SHB303	9:30-11	GBA361.1	SHB303

## COURSE GRADING (All grades recorded on Blackboard)

ITEM	NUMBER	%EA	TOTAL
Test <i>(Individual)</i>	4	12	48
Resume <i>(Individual)</i>	1	5	5
Application Letter <i>(Partners)</i>	1	4	4
Documentation <i>(Individual)</i>	1	6	6
Report <i>(Individual)</i>	1	12	12
Questionnaire <i>(Group)</i>	1	4	4
Routine Communication <i>(Individual)</i>	1	4	4
Negative Communication <i>(Individual)</i>	1	6	6
Persuasive Communication <i>(Sales Letter—Partners or group)</i>	1	6	6
Daily Work <i>(5 required - Daily #7 cannot be dropped)</i>	7 <i>(drop 2)</i>	1	5
<b>TOTAL</b>			<b>100</b>

## COURSE OBJECTIVES

Students will:

1. Develop a foundation and principles for successful communication.
2. Learn to adapt language and style in various business communication situations.
3. Learn to construct clear, effective communication using accepted standards of grammar, punctuation, and style appropriate to the communication technique.
4. Learn to compose effective written business communication documents.
5. Develop and employ effective and ethical writing strategies that are tactful, courteous, positive, and maintain goodwill.
6. Learn research terminology and methodology and how to prepare well structured and well written objective reports.
7. Develop interpersonal skills such as team work, group dynamics, and leadership skills.
8. Develop an understanding of ethics, diversity, technology, and business etiquette and how they impact effective communication.

**POLICIES**

1. **ATTENDANCE:** Students are expected to attend class regularly and be on time for each class. Each student is permitted two absences without penalty. Any absences above two will count as a weight against the student in borderline cases. Any absences above five (*total*) will result in a course grade reduction as follows: 6 total absences = one letter grade reduction, 7 total absences = two letter grade reduction, 8 total absences = three letter grade reduction, and over 8 total absences = F. Three tardies or leaving class early three times (*or a combination of three*) count as an absence.
2. **LATE WORK REDUCTION:** The grade on late work is reduced 10% (*of the total value*) for each week late (*unless it is excused ahead of time*). When an assignment is excused before the due date, one week is allowed after return to submit the work. After one week, the work is late.
3. **WORK SUBMISSION:** Each assignment not submitted will lower the course grade one letter. **The last date any late work will be accepted is Thursday, May 1.**
4. **WORK FORMAT:** All assignments must be keyed (*typed*).
5. **TESTS:** All tests are open book/open notes except as follows:
  - A. Any test taken at a time other than the regularly scheduled time may be an essay test, open note **but not open book**
  - B. All graded exercises up to the test must be completed before a test can be taken. Any test missed as a result of unexcused late work, will be written (*not True/False and Multiple Choice*), and no notes nor text can be used.
  - C. Using a cell phone during a test will result in a "0" test grade.
6. **COMPUTER USE IN CLASS:** Using the computer during the class period for any purpose other than the assigned task will lower the course grade 5 points for each time the computer is misused. (*the computers can be used to take lecture notes.*)
7. **WORK ETHICS:** Students are expected to do their own work on all material other than partner or group work. Any individuals submitting another person's work as their own will receive no credit for the work and a possible lowering of their course grade. Any individuals allowing others to copy their work come under the same policy.
8. **STUDENT ABSENCES ON RELIGIOUS HOLY DAYS:** In accordance with University Policy 861001, a student desiring to absent herself/himself 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 time frame in which the missed assignments and/or examinations are to be completed.
9. **STUDENTS WITH DISABILITIES:** It is the policy of Sam Houston State University to adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. Any student seeking accommodations as a result of a disability(s) must register with Sam Houston State University Services for Students with Disabilities (*SSD*) at the Counseling Center located in the Lee Drain Annex (*Phone: 936.294.1720*).
10. **CELL PHONES:** Please turn off all cell phones. Cell phone use is not permitted during class, including Text Messaging. Using a cell phone in class will result in a two point reduction of the course grade for each infraction of this policy.
11. **LISTENING DEVICES:** Such devices are not permitted during the class time unless specific permission is given by the instructor.

## Attendance, Class Activities, and Assignments Schedule—Spring 2008

Present	DAY/DATE	CLASS TIME	Credit	Notes
	Thur, Jan 17	General class information		
	Tue, Jan 22	Notes: Communication Techniques; Fundamentals, Lab practice		
	Thur, Jan 24	Notes: Fundamentals; Lab practice		
	Tue, Jan 29	Notes: Diversity, Ethics; Lab practice		
	Thur, Jan 31	Test 1 review; Lab practice	Daily 1 1	
	<b>TUE, FEB 5</b>	<b>TEST 1–COMM TECH/FUNDS/DIVERSITY/ETHICS</b>	<b>Test 1 2</b>	
	Thur, Feb 7	Go over Test 1; Notes: Resume ( <i>Resume assigned</i> )		
	Tue, Feb 12	Notes: Letter Formatting & Application Ltr; Lab—complete resume	Resume 3	
	Thur, Feb 14	Notes: Application Letter in class ( <i>partners</i> )	App Ltr 4	
	Tue, Feb 19	Notes: Interviewing and Business Etiquette <b>CAREER FAIR in LSC BALLROOM</b>		
	Thur, Feb 21	Test 2 Review	Daily 2 5	
	<b>TUE, FEB 26</b>	<b>TEST 2-BUSINESS ETIQUETTE/LTR FORMAT/JOB SEARCH</b>	<b>Test 2 6</b>	
	Thur, Feb 28	Go over Test 2; Notes: Reports		
	Tue, Mar 4	Notes: Reports; Work on Documentation Exercise ( <i>individual</i> )	Daily 3 7	
	<b>Thur, Mar 6</b>	<b>NO CLASS – Teacher presenting at ABC/FBD Conf, Houston</b>		
	<b>MAR 10-14</b>	<b>SPRING BREAK</b>		<b>HAVE A GOOD BREAK</b>
	Tue, Mar 18	Notes; Finish Doc Ex. ( <i>individual</i> ) or Research on WWW for report	Doc Ex 8	
	Thur, Mar 20	Notes		
	Tue, Mar 25	Write report ( <i>Research completed</i> )	Daily 4 9	
	Thur, Mar 27	Notes: Start questionnaire ( <i>group</i> )	Report 10	
	Tue, Apr 1	Notes; Complete group questionnaire	Grp Quest 11	
	Thur, Apr 3	Test 3 Review		
	<b>TUE, APR 8</b>	<b>TEST 3--REPORTS</b>	<b>Test 3 12</b>	
	Thur, Apr 10	Go over Test 3; Notes: Routine Comm; Lab		
	Tue, Apr 15	Routine communication exercise in class ( <i>individual</i> )	Rout Ex 13	
	Thur, Apr 17	Notes: Negative Comm; Lab	Daily 5 14	
	Tue, Apr 22	Negative Communication exercise in-class ( <i>Individual</i> )	Neg Ex 15	
	Thur, Apr 24	Notes: Persuasive Comm	Daily 6 16	
	Tue, Apr 29	Lab: Work on sales letter ( <i>partners or group</i> )	Daily 7 17	( <i>Daily 7 cannot be dropped</i> )
	Thur, May 1	Lab: Complete sales letter <b>Deadline for any late work</b>	Sales Ex 18	
	Tue, May 6	Test 4 review and grades		
	<b>THUR, MAY 8</b>	<b>TEST 4–ROUTINE/NEGATIVE/PERSUASIVE COMM</b>	<b>Test 4 19</b>	<b>[COURSE ENDS]</b>