Course: MGMT 360 — Business Communication  Fall, 1995
Instructor: David V. Curtis

Office Hours: Mondays  10:45-12:00
              1:45-2:00
Tuesdays    6:15-6:30 (Carl Sandburg H.S.)
Wednesdays 10:45-12:00
              1:45-2:00
              6:15-6:30 (Oak Forest H.S.)
Thursdays   6:30-7:30
Other times by appointment

Telephone:   (708) 534-4950 (Office)
             (815) 469-3729 (Home)

Textbooks:   Bovee, Courtland L. and Thill, John V., Business
             Communication Today, Fourth Edition, New York:
             Supplemental readings will be provided throughout
             the course.

Course Overview

This course is designed to help you become more effective in
exchanging ideas and information through speaking, writing, and
listening. Since the majority of students in the course are
business majors, the materials and assignments are designed for
business and administrative environments.

This is a course in business communication, not creative
writing. Consequently, language use will be more conventional and
the forms and formats more standardized. The conventions of written
English -- spelling, punctuation, grammar, syntax and organization
-- are even more important in the business environment than in
creative writing, and those conventions will be emphasized. The
course will focus on the various forms of business communication --
letters, memoranda, reports, formal speeches and informal
presentations.

You will have writing assignments each week and will make at
least one oral presentation to the class. You will have several
alternatives for the oral reports. There will be unannounced
quizzes from time to time to encourage you to keep current with the
assignments. You will prepare a personal resume and cover letter
to a potential employer, and you will write a major report on a
business subject specified by the instructor. There will be no
mid-term or final examinations as such. Rather, certain in-class
writing assignments will be "weighted" more heavily than others.
The quality of all of your communication assignments, but
especially the in-class writing, will determine your final grade.

Course Objectives:
* Recognize and apply the qualities of unity, tone, organization, coherence and emphasis in oral and written communication.
* Use appropriate, correct language and punctuation in writing, proofreading, and editing business communications.
* Recognize and use acceptable style and formats for business letters, memos, and reports.
* Analyze and interpret various communication barriers.
* Listen effectively
* Apply appropriate business communication skills to organizational communication problems.
* Prepare and present informational and analytical business reports using oral, visual, and written media.
* Formulate effective communications for typical business situations.
* Prepare an effective job resume' and personal application letter.
* Prepare and present an oral report(s).

Attendance: You are expected to attend class regularly. Part of your grade will be based on class participation, and there will be no make-ups for the quizzes and in-class assignments.

Assignments: All homework assignments are to be typed. (I strongly suggest a word processor.) Work submitted after the end of the class on the date due will be reduced by one letter grade for each week it is late.

Evaluation: Written assignments (homework and in-class) 65%
   Certain in-class work will be weighted more heavily.
   Major written report 15%
   Oral Report(s) 10%
   Unannounced quizzes 10%
Class participation will be used to determine final grades in borderline situations.

The quizzes will receive a numerical grade. All other work will be graded in a holistic fashion with "+'s and "-'s (A-, B+, etc.). Some in-class assignments may be weighted more than others. You will be informed of specially weighted assignments.
Assignment Folder: You must retain all graded assignments (except for the major written report) in a folder arranged in order with the most recent on top. This folder must be turned in the last class period. Your course grade will be reduced by one letter grade if the folder is not turned in. You may pick up your folder from the division secretary after the end of the trimester.

Reading Assignment Sequence: The readings are assigned on a weekly basis, and you will be responsible for that week’s readings on each Monday (or if the class meets only once a week, on the day of the class).

Week of:

September 5 Introduction

September 11 Chapter 1, Communicating Successfully in an Organization
Chapter 2, Understanding Business Communication
Appendix I, Fundamentals of Grammar and Usage

September 18 Chapter 5, Planning Business Messages
Chapter 6, Composing Business Messages
Chapter 7, Revising Business Messages

September 25 Chapter 8, Writing Direct Requests
Chapter 9, Writing Routine, Good-News and Goodwill Messages
Chapter 20, Giving Speeches and Oral Presentations

October 2 Chapter 10, Writing Bad-News Messages
Chapter 11, Writing Persuasive Messages

October 9 Chapter 3, Communicating Interculturally
Component Chapter A, Format and Layout of Business Documents

October 16 Chapter 14, Using Reports and Proposals as Business Tools
Chapter 15, Planning and Researching Reports and Proposals
Component Chapter B, Documentation of Report Sources

October 23 Chapter 12, Writing Resumes and Application Letters
Chapter 13, Interviewing for Employment and Following Up

October 30 Chapter 16 Developing Visual Aids
Chapter 17 Writing Reports and Proposals

November 6 Chapter 18 Completing Formal Reports and Proposals
November 13 Chapter 19, Listening, Interviewing, and Conducting Meetings

November 20 Chapter 3, Communicating Through Technology

The remaining class sessions will be for in-class oral presentations and writing assignments.

Persons with Disabilities: It is the intention of Governors State University to support full participation of all students, regardless of physical ability level. Therefore, if any student needs consideration of her/his physical abilities in order to complete the course, please notify the instructor as soon as possible.