Course: MGMT 360 Business Communication

Session: Summer 1998, Block III

Instructor: Constance Cook

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Office Hours T/TH 2:30 - 4:30 p.m. and 7:00 - 7:30 p.m.
Appointments may be arranged in advance at alternative times

Credit Hours: 3 undergraduate credit hours

Catalog Description:
Presents a comprehensive treatment of basic principles of verbal and nonverbal business communications, including business letters, memoranda, reports, oral communication, and technical report writing.

Prerequisite: ENGL 381


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 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. 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 research a major company and write a research paper. There will be no mid-term or final examination. Certain assignments will be "weighted" more heavily than others. The quality of all 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 communication.
- 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 and present oral reports.

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.

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.

All work will receive a numerical grade. 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 next-to-last class period. You may pick up your folder one week after the beginning of the next term.

Reading assignments: Readings are assigned on a class meeting basis and you are responsible in-class for that assignment.
Assignments:

7 - 2 Introduction; Career Path Paper Outline

7 - 7 Chapter One: Communicating Successfully in an Organization; Chapter Two: Understanding Business Communication; Career Path Paper Due; Memo exercise

7 - 9 Chapter Five: Planning Business Messages; Chapter Six: Composing Business Messages; Memos due

7 - 14 Chapter Seven: Revising Business Messages; Chapter Eight: Writing Direct Requests; Writing Direct Request exercise

7 - 16 Chapter Nine: Writing Routine, Good News, and Goodwill Messages; Good News Exercise; Direct Request Letter due

7 - 21 Chapter Twelve: Writing Resumes and Application Letters; First set of resumes due

7 - 23 Second Resumes Due; Application Letter exercise

7 - 28 Chapter Ten: Writing Bad News Letters; Chapter Eleven: Writing Persuasive Messages Bad News Letter exercise; Good News/Application Letter Due

7 - 30 Chapter Thirteen: Interviewing for Employment and Follow-up; Chapter Fourteen: Using Reports and Proposals; Bad News Letter Due; Persuasive Letter Exercise

8 - 4 Chapter Fifteen: Planning and Researching Reports and Proposals; Chapter Sixteen: Developing Visual Aids; Thank You Letter exercise; Persuasive Letter Due

8 - 6 Chapter Seventeen: Writing Reports and Proposals; Chapter Twenty: Giving Speeches and Oral Presentations; Thank You Letter due; Direct Request Letter Due

8 - 11 Presentations

8 - 13 Presentations; Term Papers Due – No Late Papers Will Be Accepted

8 - 18 Presentations; Portfolios Due – No Late Portfolios Will Be Accepted

8 - 20 Portfolios and Term Papers returned; Compulsory Class!