GOVERNORS STATE UNIVERSITY
COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION

Course: MGMT 360--Business Communication  Winter, 2000
Instructor: David V. Curtis
Office Hours
- Tuesdays: 10:00 - 11:00
  12:15 - 2:00
  7:00 - 7:30
- Thursdays: 10:00 - 11:00
  12:15 - 2:00
Other times by appointment

Telephone: (708) 534-4950 (Office)

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 two oral presentations 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 reading assignments. You will also prepare a personal resume' and cover letter to a potential employer. 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 oral reports.

Attendance: You are expected to attend class regularly and to be on time. Part of your grade will be based on class participation, and there will be no make-ups for the quizzes and in-class assignments unless prior arrangements have been made with the professor.

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.
Oral Report(s) 20%
Unannounced quizzes 10%
Class participation 5%

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.
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:

January 10      Introduction
January 17      Chapter 1, Business Communication, Management, and Success
                    Appendix C, Making and Communicating Meaning
                    Appendix A, Formats for Letters, Memos, and E-mail Messages
                    Appendix B, Writing Correctly
January 24      Chapter 2, Building Goodwill
                    Chapter 3, Adapting Your Message to Your Audience
                    Chapter 4, Making Your Writing Easy to Read
January 31      Chapter 5, Planning, Composing, and Revising
                    Chapter 7, Informative and Positive Messages
                    Chapter 8, Negative Messages
                    Chapter 17, Making Oral Presentations
February 7      Chapter 9, Writing Persuasive Messages
                    Chapter 10, Handling Difficult Persuasive Situations
                    Chapter 11, Sales and Fund-Raising Letters
February 14     Chapter 6, Designing Documents, Slides, and Screens
                    Chapter 12, Communicating Across Cultures
                    Chapter 13, Working and Writing in Groups
February 21     Chapter 18, Resumes
                    Chapter 19, Job Application Letters
                    Chapter 20, Job Interviews, Follow-Up Letters and Calls, and Job Offers
February 28     Chapter 14, Planning, Proposing, and Researching Reports
                    Chapter 15, Analyzing Information and Writing Reports
                    Chapter 16, Using Graphs and Other Visuals

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.