GOVERNORS STATE UNIVERSITY
COLLEGE OF BUSINESS AND PUBLIC SERVICE
MGMT 360 -- BUSINESS COMMUNICATIONS

Instructor: David V. Curtis

Office Hours: Mondays 10:30 – 11:00
12:15 – 3:15
7:00 – 7:30
Tuesdays 7:00 – 7:30
Wednesdays 10:30 – 11:00
Other times by appointment

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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 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.

The readings and concepts are not particularly difficult -- you've heard most of them before -- but they are time consuming. The secret to writing better is to write often, receive feedback, make appropriate corrections, and then repeat the process. We'll spend a good deal of time going through that process.
Course Objectives:

- Recognize and apply the qualities of unity, tone, organization, coherence and emphasis in written and oral communication.
- Use appropriate, correct language and punctuation in writing, proofreading, revising, and editing business communications.
- Recognize and use acceptable style and formats for business letters, memos and reports.
- Analyze and interpret various communication barriers.
- 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 or prepared on a word processor. Work submitted after the end of the class on the date due may 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 Reports 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.).
Reading Assignment Sequence: The readings are assigned on a weekly basis, and you will be responsible for that week's readings.

Week of:

September 8  Introduction

September 15  Chapter 1, Business Communication, Management, and Success
               Chapter 2, Adapting Your Message to Your Audience
               Chapter 3, Communicating Across Cultures

September 22  Chapter 4, Planning, Writing and Revising
               Chapter 5, Designing Documents, Slides and Screens
               Chapter 9, Formats for Letters and Memos

September 29  Chapter 6, You-Attitude
               Chapter 7, Positive Emphasis
               Chapter 8, Reader Benefits
               Chapter 10, Informative and Positive Messages

October 6     Chapter 11, Negative Messages
               Chapter 12, Persuasive Messages
               Chapter 13, E-Mail Messages
               Chapter 20, Making Oral Presentations

October 13    Chapter 14, Editing for Grammar and Punctuation
               Chapter 15, Choosing the Right Word
               Chapter 16, Revising Sentences and Paragraphs

October 20    Chapter 17, Listening
               Chapter 26, Researching Jobs
               Chapter 27, Resumes
               Chapter 28, Job Application Letters

October 27    Chapter 29, Job Interviews
               Chapter 30, Follow-Up Letters and Calls and Job Offers

November 3    Chapter 21, Proposals and Progress Reports
               Chapter 22, Finding, Analyzing and Documenting Information

November 10   Chapter 23, Short Reports
               Chapter 24, Long Reports
               Chapter 25, Using Visuals

November 17   Chapter 18, Working and Writing in Teams
               Chapter 19, Planning, Conducting and Recording Meetings
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.