

**GOVERNORS STATE UNIVERSITY  
COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION**

GSU ARCHIVES  
MGMT 360A  
F 97

**Course:** MGMT 360A--Business Communication Fall, 1997  
**Instructor:** David V. Curtis

**Office Hours:** Mondays 10:45-12:30; 1:45-2:15  
Wednesdays 10:45-12:30; 1:45-2:15  
Thursdays 7:00-7:30 p.m.  
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: McGraw Hill, Inc., 1992  
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 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 assignments. You will 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. 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) 70%

**Certain in-class work will be weighted more heavily.**

Oral Report(s)	20%
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 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 1 Introduction

September 8 Chapter 1, Communicating Successfully in an Organization  
Chapter 2, Understanding Business Communication  
Appendix I, Fundamentals of Grammar and Usage  
Component Chapter A, Format and Layout of Business Documents  
  
Chapter 20, Giving Speeches and Oral Presentations

September 15 Chapter 5, Planning Business Messages  
Chapter 6, Composing Business Messages  
Chapter 7, Revising Business Messages

September 22 Chapter 8, Writing Direct Requests  
Chapter 9, Writing Routine, Good-News and Goodwill Messages

September 29 Chapter 10, Writing Bad-News Messages  
Chapter 11, Writing Persuasive Messages

October 6 Chapter 14, Using Reports and Proposals as Business Tools  
Chapter 15, Planning and Researching Reports and Proposals

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

October 20 Chapter 16 Developing Visual Aids  
Chapter 17 Writing Reports and Proposals

October 27 Chapter 18 Completing Formal Reports and Proposals

November 3 Chapter 3, Communicating Interculturally  
Component Chapter B, Documentation of Report Sources

November 10 Chapter 19, Listening, Interviewing, and Conducting Meetings

November 17 Chapter 4, 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.