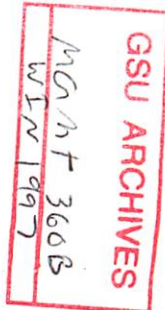


GOVERNORS STATE UNIVERSITY
COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION



Course: MGMT 360B-Business Communication Winter, 1997

Instructor: David V. Curtis

Office Hours: Mondays 10:45-12:15
Tuesdays 7:00-7:30 p.m.
Wednesdays 10:45-12:15
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 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:

January 13	Introduction
January 20	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
January 27	Chapter 5, Planning Business Messages Chapter 6, Composing Business Messages Chapter 7, Revising Business Messages
February 3	Chapter 8, Writing Direct Requests Chapter 9, Writing Routine, Good-News and Goodwill Messages Chapter 20, Giving Speeches and Oral Presentations
February 10	Chapter 10, Writing Bad-News Messages Chapter 11, Writing Persuasive Messages
February 17	Chapter 14, Using Reports and Proposals as Business Tools Chapter 15, Planning and Researching Reports and Proposals
February 24	Chapter 12, Writing Resumes and Application Letters Chapter 13, Interviewing for Employment and Following Up
March 3	Chapter 16 Developing Visual Aids Chapter 17 Writing Reports and Proposals
March 10	Chapter 18 Completing Formal Reports and Proposals
March 17	Chapter 3, Communicating Interculturally Component Chapter B, Documentation of Report Sources

March 24 Chapter 19, Listening, Interviewing, and Conducting Meetings

March 31 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.