Sam Houston State University  
College of Business Administration  
Department of General Business and Finance  

GBA 587—Research Writing in Business  
Fall 2007

CID: 4113  Sec: 03  
Schedule: Tuesdays, 6:00-8:50 pm  
Location: The University Center

Instructor: Geraldine E. Hynes, Ph.D.  
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Fax: 936-294-3074  
E-mail: hynes@shsu.edu

Office hours: Mondays - 11:00-1:30 and 3:30-4:00 at SHSU, 5:00-6:00 at TUC  
Tuesdays - 11:00-4:00 at SHSU, 5:00-6:00 at TUC  
Wednesdays - 11:00-1:30 and 3:30-5:00 pm at SHSU  
Thursdays and Fridays - by appointment

Textbooks:  


Course Description:  
This course presents principles of communication that apply to the needs of today's business professionals. It is designed to help students improve the writing and speaking skills that effective managers use in various business contexts.

Course Objectives:  
Students will
- Appreciate the importance of good communication skills for business success.
- Understand the communication process on four levels - interpersonal, group, organizational, and intercultural.
- Know how to communicate effectively with coworkers, supervisors, subordinates, customers, and other stakeholders.
- Develop listening habits that enhance interpersonal and organizational communication.
- Learn how to conduct research on contemporary business issues and how to develop written and oral reports of the research results that are appropriate for business audiences.
- Sharpen the oral and written communication skills that are most useful in the workplace and in the SHSU Graduate Business Program.
Course Requirements:
1. **Regular and punctual class attendance.** Any unexcused absence beyond one grace absence will cost **5 course points.** Two tardies or early leaving of class equal one absence.

   Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose, without penalty. University policy 861001 provides the procedures to be followed by the student and instructor. If you plan to be absent due to observance of a religious holy day, you must notify the instructor in writing by **September 7, 2007.**

2. **Preparation for class.** You are expected to have read the assigned material before the class during which it is discussed. PowerPoint® slides for each textbook chapter are available on the Blackboard course site.

3. **Participation in all class activities.** Class sessions provide opportunities to practice your communication skills.

4. **Computer proficiency,** especially in the use of MS Word or WordPerfect, PowerPoint® graphics software and the Internet for conducting research. All written assignments are to be word-processed.

5. **Timely completion of all course assignments.** All assignments are due at the beginning of the class period on the due date. Late written assignments (exams, reports, homework) will cost **5 course points** per day. Late oral assignments (presentations, interviews, listening exercise) will cost **5 course points** per class meeting. If you are absent from class when an assignment is due, you will avoid the late penalty by submitting your work early. The last date any late work will be accepted is **Tuesday, December 4, 2007.**

6. **Appropriate academic conduct.** Unprofessional, disruptive, or disrespectful behavior will not be tolerated. Plagiarism (submitting others’ work without appropriate citation or allowing others to submit your work without citation) will not be tolerated.

7. **Cell phone and personal computer use in class.** Using cell phones or other electronic devices during class is prohibited. Using computers during class for any purpose other than the assigned task or for taking lecture notes will cost **5 course points** for each misuse.

**Students with Disabilities:**
SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. Students with a disability that affects their academic performance are expected to register with the SHSU Counseling Center and to notify the instructor the first week of the semester so that reasonable accommodation can be arranged, ensuring that participation and achievement opportunities are not impaired. For more information contact the
Director of the Counseling Center, chair of the Committee for Continuing Assistance for Disabled Students, at 936-294-1720.

**Sam Houston Writing Center:**
Writing tutors will help you generate, organize, or revise a draft of any assignment. The center is located in Farrington 111 on SHSU’s main campus and has both day and evening hours. The center also provides distance tutoring. Walk in, email wctr@shsu.edu or call 936-294-3680 for more information.

**NOTE:** Working with Writing Center personnel does not guarantee a satisfactory grade on any assignment in this course.

**Summary of Assignments:**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>2 exams on assigned reading</td>
<td>100</td>
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<tr>
<td>@ 50 pts each</td>
<td></td>
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<tr>
<td>Impromptu</td>
<td>25</td>
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<tr>
<td>Listening Exercise</td>
<td>25</td>
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<tr>
<td>Interview Role Play</td>
<td>75</td>
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<tr>
<td>Memo Makeover</td>
<td>75</td>
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<tr>
<td>Survey / Questionnaire</td>
<td>50</td>
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<tr>
<td>Audit Report</td>
<td>150</td>
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<tr>
<td>Persuasive Presentation</td>
<td>100</td>
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Total points = 600

**Grade Distribution:**

- 540-600 pts = A (90%)
- 480-539 pts = B (80%)
- 420-479 pts = C (70%)
- below 420 pts = F

All cut-offs are firm. Grades will not be curved.

**NOTE:** The proper time to challenge a score on an assignment is immediately after receiving your score, not at the end of the semester.
### Weekly Schedule:

<table>
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<tr>
<th>Dates</th>
<th>Topics and Assignments</th>
<th>Chapters</th>
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| Aug 21   | Communication in Contemporary Organizations  
The Managerial Communication Process  
Impromptus Due                        | 1, 2       |
| Aug 28   | Technologically Mediated Communication                                                  | 3          |
| Sept 4   | Contemporary Managerial Writing  
Routine Messages                            | 4, 5       |
| Sept 11  | **Memo Makeovers Due**  
Management Reports and Proposals              | 6          |
| Sept 18  | Managerial Listening  
Listening Exercise Due                              | 7          |
| Sept 25  | Asking Questions in Surveys and Interviews  
**Exam 1**                                        | pp. 164-165, 258-260 |
| Oct 2    | Intercultural Managerial Communication  
**Surveys / Questionnaires Due**                | 9          |
| Oct 9    | **No Class**                                                                               |            |
| Oct 16   | Managing Conflict                                                                        | 10         |
| Oct 23   | Principles of Interviewing  
Employment Interviews, Performance Reviews                                | 12         |
| Oct 30   | **Interview Role Plays Due**                                                               |            |
| Nov 6    | Managerial Negotiation  
APA citation style, formal report parts                                              | 11         |
| Nov 13   | **Audit Reports Due**  
Managing Meetings and Teams                                                   | 13         |
| Nov 20   | Making Formal Presentations  
Principles of Persuasion                                | 14         |
| Nov 27   | Visual Aids and PowerPoint Principles  
Nonverbal Communication                                    | 8          |
| Dec 4    | **Exam 2**                                                                                |            |
| Dec 11   | **(8-10 pm) Persuasive Presentations Due**                                                |            |