Sam Houston State University  
College of Business Administration  
Department of General Business and Finance  
GBA 587-Research Writing in Business  
Summer 2008

**Schedule:** Thursdays, June 5-August 7, 6:00-9:50 p.m.

**Location:** The University Center

**Instructor:** Geraldine E. Hynes, Ph.D.

**Office:** 210H Smith-Hutson Bldg.

**Phone:** 936-294-4149

**Fax:** 936-294-3074

**E-mail:** hynes@shsu.edu

**Office hours:** Thursdays, 5:00-5:50 p.m. at TUC  
M-Th at SHSU Huntsville campus 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 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 June 5, 2008.

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 and lecture 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 points per day. Late oral assignments (presentations, interviews, listening exercise) will cost 5 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 Wednesday, Aug 6, 2008.

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 computer use in class. Personal use of cell phones 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>Listening Exercise</td>
<td>25</td>
</tr>
<tr>
<td>Interview Role Play</td>
<td>100</td>
</tr>
<tr>
<td>Memo Makeover</td>
<td>75</td>
</tr>
<tr>
<td>Survey/Questionnaire</td>
<td>50</td>
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<tr>
<td>Proposal Report</td>
<td>150</td>
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<tr>
<td>Persuasive Presentation</td>
<td>100</td>
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<tr>
<td>Total points =</td>
<td>500</td>
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Grade Distribution:

- 450-500 pts = A (90%)
- 400-449 pts = B (80%)
- 350-399 pts = C (70%)
- below 350 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>
<thead>
<tr>
<th>Dates</th>
<th>Topics and Assignments</th>
<th>Chapters</th>
</tr>
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<tbody>
<tr>
<td>June 5</td>
<td>Introduction to the course&lt;br&gt;Communication in Contemporary Organizations&lt;br&gt;The Managerial Communication Process&lt;br&gt;Technologically Mediated Communication</td>
<td>1, 2, 3</td>
</tr>
<tr>
<td>June 12</td>
<td>Contemporary Managerial Writing&lt;br&gt;Routine Messages&lt;br&gt;Management Reports and Proposals</td>
<td>4, 5, 6</td>
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<tr>
<td>June 19</td>
<td><strong>Memo Makeovers Due</strong>&lt;br&gt;Managerial Listening&lt;br&gt;Asking Questions, Creating Surveys&lt;br&gt;<strong>Listening Exercise Due</strong></td>
<td>7</td>
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<tr>
<td>June 26</td>
<td>Intercultural Managerial Communication&lt;br&gt;Managing Conflict&lt;br&gt;<strong>Surveys / Questionnaires Due</strong></td>
<td>9, 10</td>
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<td>July 3</td>
<td><strong>No class</strong></td>
<td></td>
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<tr>
<td>July 10</td>
<td>Principles of Interviewing&lt;br&gt;Employment Interviews, Performance Reviews</td>
<td>12</td>
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<tr>
<td>July 17</td>
<td><strong>Interview Role Plays Due</strong></td>
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<tr>
<td>July 24</td>
<td>Managerial Negotiation&lt;br&gt;Managing Meetings and Teams&lt;br&gt;<strong>Proposal Reports Due</strong></td>
<td>11, 13</td>
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<tr>
<td>July 31</td>
<td>Making Formal Presentations&lt;br&gt;Principles of Persuasion&lt;br&gt;Visual Aids and PowerPoint Principles&lt;br&gt;Nonverbal Communication</td>
<td>14, 8</td>
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<tr>
<td>Aug 7</td>
<td><strong>Persuasive Presentations Due</strong></td>
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