

EBUS 4010/6010 Business Communication

The Business Communication course is a split-level course required for all Business Education majors. Because of its versatility, though, it attracts majors from throughout the University community. Increasingly students in Sports Managements and Accounting enroll in the course.

The most specific way CTL theory and practice are included are through inquiry-based learning as well as authentic assessment.

Authentic assessment:

This course requires the student to select an actual job announcement/vacancy for which they will be qualified upon graduation. They must develop a resume and a letter of application for this job. Effective persuasive letter-writing skills are required for the letter of application. In addition, just as in an actual job application situation, students' papers incur stiff penalties for typographical errors.

Inquiry-based learning:

A significant aspect of this course revolves around job-acquisition preparation, so it is appropriate that students investigate potential communities in which they may choose to live and work upon graduation. This is approached from the perspective that the community where they will choose to live will also affect their jobs and their lifestyles.

Thus, students must select a city/town where they might like to work. They are required to gather a variety of data about the community such as demographics, socioeconomic levels, business/industry base, etc. They then must describe how they think these factors external to the workplace may affect both their decision to live there and their lives in general.

EBUS 4010/6010

2

EBUS 4010/6010: Business Communication

Fall 2000

Dr. Wanda L. Stitt-Gohdes

Office: 225 River's Crossing; 706-542-4078 (voice mail)

Department telephone: 706-542-1682

E-mail: WLSG@arches.uga.edu

Textbook: Lehman, C. M., & DuFrene, D.D. (1998). *Business communication* (12th ed.). Cincinnati, OH: South-Western College Publishing.

Course Description:

Theory and practice in the processes (thinking, reading, writing, speaking, and listening) involved in business communication. Specifically, this course is designed to acquaint the student with the following:

1. The communication process
2. Report writing
3. Various types of business letters and memoranda
4. Letters of application and resumes

Tentative Class Schedule:

Week 1

Friday, August 18 Introduction & orientation

Monday, August 21 Ch. 1: A Framework for Business Communication

Wednesday, August 23 Ch. 1, cont'd.

Week 2

Friday, August 24 Ch. 2: Organizational Setting for Business Communication

Monday, August 28 Ch. 2, cont'd.

Wednesday, August 30 Video: Valuing Diversity

Week 3

Friday, September 1 **Quiz: Chapters 1 & 2**

Monday, September 4 **HOLIDAY!**

Wednesday, September 6 Ch. 3: Organizing & Composing Messages

Week 4

Friday, September 8	Ch. 3, cont'd
Monday, September 11	Ch. 4: Revising & Proofreading Messages
Wednesday, September 13	Ch. 4, cont'd.

Week 5

Friday, September 15	Quiz: Chapters 3 & 4
Monday, September 18	Ch. 9: Understanding the Report Process & Research Process
Wednesday, September 20	Ch. 9, cont'd.

Week 6

Friday, September 22	Ch. 10: Managing Data & Using Graphics
Monday, September 25	Ch. 10, cont'd.
Wednesday, September 27	Ch. 11: Organizing & Preparing Reports & Proposals Context of future work paper due

Week 7

Friday, September 29	Ch. 11, cont'd.
Monday, October 2	Questionnaire development
Wednesday, October 4	Quiz: Chapters 9 & 10

Week 8

Friday, October 6	Ch. 12: Designing & Delivering Business Presentations
Monday, October 9	Ch. 12, cont'd.
Wednesday, October 11	Research project development time

Week 9

Friday, October 13	Quiz: Chapters 11 & 12
Monday, October 16	Ch. 13: Communicating About Work & Jobs
Wednesday, October 18	Ch. 13, cont'd.

Week 10

Friday, October 20

Ch.14: Interviewing for a Job & Preparing Employment Messages

Monday, October 23

Discussion of research paper topics

Wednesday, October 25

Quiz: Chapters 13 & 14Week 11

Friday, October 27

Fall Break-GO DAWGS!

Monday, October 30

Business/Education Panel: Job Acquisition Techniques

Wednesday, November 1

Ch. 5: Writing Good-News, Routine, and Special Letters

Week 12

Friday, November 3

Ch. 6: Writing Bad-News Letters
Resumes & Letters of Application Due

Monday, November 6

Quiz: Chapters 5 & 6

Wednesday, November 8

Ch. 7: Writing Memos & E-Mail Messages

Week 13

Friday, November 10

Research project development time

Monday, November 13

Ch. 8: Writing Persuasive Messages

Wednesday, November 15

Quiz: Chapters 7 & 8Week 14

Friday, November 17

Research project development time

Monday, November 20

Oral presentations

Wednesday, November 22

HOLIDAY! Happy Thanksgiving!Week 15

Friday, November 23

HOLIDAY!

Monday, November 27

Oral presentations
Research reports due

Wednesday, November 29

Oral presentations

Week 16

Friday, December 1 Oral presentations

Monday, December 4 Oral presentations

Friday, December 6 Oral presentations

Miscellaneous

Attendance & Participation: You should make every effort both to attend and to participate in the class, as the latter is, of course, one of its goals. You are permitted two absences without penalty. Three absences result in your final course grade being lowered **one full letter grade**. Four absences result in your final course grade being lowered **two full letter grades**. Five or more absences result in your final course grade being lowered **three full letter grades**. Multiple class tardies will result in similar penalties. Please keep in mind that tardiness is a disruption and not condoned. If you are forced to arrive late, please speak with me about the reason for your lateness.

Late Assignments: All assignments are expected on the due date. Late assignments will be accepted; however, one letter grade will be subtracted for **every** class meeting the assignment is late. The assignment is late if it is **not** handed in during class time.

Other: Please be courteous in class. As this is a class in business communication, we shall attempt to model appropriate behavior! Do not talk or gesture during another's presentations, including mine. Reading, sleeping, talking, and/or studying are not appropriate audience behaviors.

The Academic Honesty policy of The University of Georgia is adhered to.

Assignments

1. **Resume & letter of application:** For this assignment you will obtain a specific job announcement appropriate for your major and ultimate career objective. Based on your credentials, you will develop a resume and a letter of application. Both documents must be completely free of typographical errors. **Every** typo will lower points earned by 10. Attach the job announcement to your letter and resume. **Due November 3.**

2. **Analytical Report:** Based on a problem and data you gather, you will prepare an analytical report which provides some solution to the problem. Your report will be both informative **and** analytical.

The report should consist of three sections. First, you should clearly state the problem and then the purpose of your research. You should also provide the significance of the study--why is it important to find a solution? Here it is required that you provide additional research that supports the need to solve this dilemma. Second, discuss the data provided as it relates to the problem. Finally, provide your recommendation/s for solving the problem. **Due November 27.**

3. **Understanding the context of your future work:** As students at The University of Georgia, your lives are influenced by the community in which you live, go to classes, and possibly work. After graduation and when you enter the workforce or graduate school, you will become a member of another community which will likewise influence your work and life. At this point, many of you are probably aware of the general geographic area where

you would like to live and work. This assignment asks that you select that area, determine and report on the following information:

- demographics
- socioeconomic level/s
- business/industry base
- recreational opportunities
- school profile.

Once you have determined this information, describe how these factors will affect how you do your job and how they may impact your lifestyle. Please also provide suggestions as to how you might go about learning more about any one of these you perceive to have a greater impact on your work and life. **Due September 27.**

4. Oral Presentation: Your task here is to give an oral presentation based on the analytical report which you prepared. In your presentation, you must clearly state why you selected the problem situation, your approach to gathering data needed, and your recommended solution.

You will have between 5-7 minutes in which to share your information. You may use visual aids. You should also be prepared to answer questions. **Monday, November 20 - Wednesday, December 6.**

5. Quizzes

Quiz 1	Chs. 1 & 2	49 points	Friday, September 1
Quiz 2	Chs. 3 & 4	44 points	Friday, September 15
Quiz 3	Chs. 9 & 10	57 points	Wednesday, October 4
Quiz 4	Chs. 11 & 12	46 points	Friday, October 13
Quiz 5	Chs. 13 & 14	40 points	Wednesday, October 25
Quiz 6	Chs. 5 & 6	40 points	Monday, November 6
Quiz 7	Chs. 7 & 8	49 points	Wednesday, November 15

Basis for Evaluation

	Points Possible	% of Final Grade
1. Letter of application & resume	200	15.7%
2. Oral presentations	100	7.8%
3. Analytical report	500	39.2%
4. Understanding context of work	100	11.8%
5. Quizzes	325	25.5%