

EBUS 4010/6010: Business Communication  
Fall 2002

Dr. Wanda L. Stitt-Gohdes

Office: 225 River's Crossing; 706-542-4078

Department telephone: 706-542-1682

E-mail: [WLSG@arches.uga.edu](mailto:WLSG@arches.uga.edu)

**Textbook:** Lehmann, C. M., & DeFrene, D. D. (2002). *Business communication* (13<sup>th</sup> ed.). Cincinnati: OH: South-Western 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

Monday, August 19	Introduction & orientation & writing sample
Wednesday, August 21	Ch. 1: Establishing a Framework for Business Communications
Friday, August 23	No class due to my Father's back surgery; complete CCAI and reflection paper

#### Week 2

Monday, August 26	Ch. 1 cont'd.
Wednesday, August 28	Ch. 2: Exploring Business Communication Concepts <b>CCAI &amp; reflection paper due</b>
Friday, August 30	Ch. 2 cont'd.

#### Week 3

Monday, September 2	<b>HOLIDAY!</b>
Wednesday, September 4	<b>Quiz: Chapter 1 &amp; 2</b>
Friday, September 6	Ch. 3 Organizing and Composing Messages

Week 4

Monday, September 9

Ch. 3, cont'd.

Wednesday, September 11

Ch. 4: Revising and Proofreading Messages

Friday, September 13

Ch. 4, cont'd.

Week 5

Monday, September 16

Ch. 9: Understanding the Report Process and Research Methods  
**Effective/Ineffective Communication: N-Z due**

Wednesday, September 18

Ch. 9, cont'd.

Friday, September 20

**Quiz: Chapters 3 & 4**Week 6

Monday, September 23

Ch. 10, Managing Data and Using Graphics

Wednesday, September 25

Ch. 10, cont'd.

Friday, September 27

Research report development time

Week 7

Monday, September 30

Ch. 11: Organizing and Preparing Reports and Proposals  
**Context of Future Work paper due**

Wednesday, October 2

Ch. 11, cont'd.

Friday, October 4

Questionnaire development

Week 8

Monday, October 7

**Quiz: Chapters 9 & 10**

Wednesday, October 9

Ch. 12: Designing and Delivering Business Presentations

Friday, October 11

Ch. 12, cont'd.

Week 9

Monday, October 14

Ch. 13: Preparing Résumés and Application Letters

Wednesday, October 16

**Quiz: Chapters 11 & 12**

Friday, October 18

Ch. 13, cont'd.

Week 10

Monday, October 21	Research project development time
Wednesday, October 23	Ch. 14: Interviewing for a Job and Preparing Employment Messages
Friday, October 25	Ch. 14, cont'd.
<u>Week 11</u>	
Monday, October 28	<b>Quiz: Chapters 13 &amp; 14</b>
Wednesday, October 31	Ch. 5: Writing About Good-News, Routine, and Goodwill Letters
Friday, November 1	<b>Fall Break–GO DAWGS!!</b>
<u>Week 12</u>	
Monday, November 4	Ch. 5 cont'd., & Chapter 6: Writing Memos and Electronic Communications
Wednesday, November 6	Ch. 6, cont'd.
Friday, November 8	Discussion of report topics <b>Résumés &amp; Letters of Application Due</b>
<u>Week 13</u>	
Monday, November 11	<b>Quiz: Chapters 5 &amp; 6</b>
Monday, November 13	Ch. 8: Writing Persuasive Messages
Friday, November 15	Chapter 7: Writing Bad-News Messages
<u>Week 14</u>	
Monday, November 18	Group oral presentations
Wednesday, November 20	Research project development time
Friday, November 22	<b>Quiz: Chapters 7 &amp; 8</b>
<u>Week 15</u>	
Monday, November 25	Group oral presentations
Wednesday, November 27	<b>HOLIDAY! Happy Thanksgiving!</b>
Friday, November 29	<b>HOLIDAY! Happy Thanksgiving!</b>
<u>Week 16</u>	
Monday, December 2	Group oral presentations <b>Research reports due</b>

Wednesday, December 4	Group oral presentations
Friday, December 6	Group oral presentations <b>Effective &amp; Ineffective Communication: A-M Due</b>
Monday, December 9	Group 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. Attendance records start with the first day of class—not the first day you choose to attend. 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 must be turned in during class 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. All assignments must be keyboarded.

**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 your assignment grade by 10 points. Attach the job announcement to your letter and resume. **Due November 8.**

**2. Analytical report:** Based on a problem you choose 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 will 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. Additional details will be provide later. **Due December 2.**

**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 specifically report on the following information:

- demographics
- socioeconomic levels
- 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 30.**

**4. Group oral presentation:** Your task here is to develop a persuasive message and present it to our class. Your group may take a situation from those listed at the end of Chapter 8 in your textbook, or you may “develop” a good or service that will serve as the basis for your argument. Your group must incorporate the AIDA approach developed in Chapter 8. Every member of the group must participate. You may use visual aids. You should also be prepared to answer questions. **Monday, November 18 - Monday, December 9**

**5. Cross Cultural Adaptability Inventory (CCAI) & reflection paper:** For this assignment you will complete the CCAI and determine your cultural adaptability profile. Based on your profile, you will then develop a one-page reflection paper where you will reflect on either how you have managed to become culturally adaptable or how you plan to incorporate increased adaptability into your life. **Due Wednesday, August 28.**

**6. Is this effective communication?** For this assignment, you must choose two communication situations, one that is effective and one that is ineffective. They might be TV ads, radio ads, magazine/newspaper ads, talk-show segments. In one or two well developed paragraphs, explain why you believe the communication is effective or ineffective. If possible, attach the example to your paper. **Due: Those whose last names end in letters N-Z, your papers are due Monday, September 16. Those whose last names end in letters A-M, your papers are due Friday, December 6.**

## 7. Quizzes

Quiz 1	Chs. 1 & 2	45 points	Wednesday, September 4
Quiz 2	Chs. 3 & 4	55 points	Friday, September 20
Quiz 3	Chs. 9 & 10	54 points	Monday, October 7
Quiz 4	Chs. 11 & 12	46 points	Wednesday, October 16
Quiz 5	Chs. 13 & 14	43 points	Monday, October 28
Quiz 6	Chs. 5 & 6	53 points	Monday, November 11
Quiz 7	Chs. 7 & 8	47 points	Friday, November 21

All quizzes will be taken via WebCt. You will be given a specific time when the exam will be available. You will be permitted the equivalent of one class period, 50 minutes, to complete the exams.

**NB Graduate Students:** Choose one of the following assignments from Chapter 11 in your textbook.

#7, p. 449, Evaluating the Performance of a Stock Portfolio

#12, p. 450, Comparing the Merits of Franchising versus Starting an Independent Business

#e, p. 454, Charitable Contributions vs. Shrewd Public Relations

**Due Monday, December 9**

<u>Basis for Course Grade</u>	<u>Points Possible</u>	<u>Undergrad % of grade</u>	<u>Grad % of grade</u>
1. Letter of application & resume	200	12.8%	11.3%
2. Group oral presentations	200	12.8%	11.3%
3. Analytical report	500	31.9%	28.3%
4. Understanding context of work	150	9.6%	8.5%
5. CCAI	100	6.4%	5.6%
6. Effective/ineffective communication	75	4.8%	4.2%
7. Quizzes	343	21.8%	19.4%
8. Graduate student assignment	200		11.3%