

EBUS 4010/6010: Business Communication
Fall 2005
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Textbook: Lehman, C. M., & DeFrene, D.D. (2005). *Business communication* (14th ed.). Cincinnati: Thomson South-Western .

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

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 unexcused absences without penalty. Three unexcused absences result in your final course grade being lowered **one full letter grade**. Four unexcused absences result in your final course grade being lowered **two full letter grades**. Five or more unexcused 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 outside of class about the reason for your lateness.

Late assignments: All assignments are expected on the due date during class or by the posted due date on WebCt. 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 or sent via WebCt by the posted due date.

Other: Please be courteous in class. Do not talk or gesture during another's presentations, including mine. Reading, sleeping, doing crossword puzzles, talking and/or studying another course material are not appropriate class behaviors.

NB All your assignments must be keyboarded.

The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.

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University Honor Code and Academic Honesty Policy: All academic work must meet the standards contained in “A Culture of Honesty.” Each student is responsible to inform themselves about those standards before performing any academic work.

The University of Georgia is committed to full inclusion of students. Students who, by nature of a documented disability, require academic accommodations should contact the professor during office hours. Students may also speak with Disability Services at 542.8719 to discuss the process for requesting accommodations.

Assignments

Assignments will be submitted either in hard copy in class or via WebCt. The submission requirement will follow each assignment. If a WebCt assignment is handed in during class, you will earn zero (0) points; likewise, if an in-class assignment is submitted via WebCt, you will earn zero (0) points. Correct grammar, spelling, and punctuation are expected in all assignments. Ten percent (10%) of every assignment will be devoted to correct grammar, spelling, and punctuation.

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, develop a resume and a letter of application for the job announcement. Both documents must be free of typographical errors. **Every** typo will lower your assignment grade by 10 points. Attach the job announcement to your letter and resume. **Due Monday, November 28, in class** (200 points)

2. Designing a research study: From your textbook, chapter 9, page 370, Applications assignment no. 4. For this assignment, follow the directions as printed, *except* do **NOT** use the suggested website. You must prepare a one-page description for ***EACH*** of the five research studies proposed. All four points in the assignment must be addressed separately. For the second requirement for each study, Research Method & Sources of Information, find at least two Internet sources useful in providing background information and include the websites in this section. Provide a summary of their information. **Due Friday, October 21, in class** (125 points)

3. On-going project: For this multi-part project, you must choose an existing business as the basis for all these assignments. It need not be in Athens or even in Georgia. It may provide a good or service. The following provides the detail for the assignments related to this business.

a. Develop a one-page profile of the firm. The following information, developed in a narrative, not bulleted, format must be included: name, location (provide headquarters if multiple locations exist and give idea of where locations are), good/service provided, number of employees (separate by full time and part time),

name/s of owners and form of ownership (proprietorship, partnership, corporation), and how long it's been in business. Describe the history of the firm, i.e., it's origin and

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subsequent growth or lack thereof. You must also explain why you chose this particular business. **Due Monday, September 12, WebCt (50 points)**

b. “Your” firm is wanting to expand its operation. Clearly a number of factors influence a firm’s decision to enter a new market. Not all of them are strictly based on the economics of the business. Local information such as cost of living, schools, demographics, available workforce, etc. can influence the choice of a new location. For this assignment, you must chose two **cities** and research them as possible new locations. The word **cities** is key here. You should **NOT** choose a county such as Gwinnett. A clearly defined metropolitan area must be selected. You must report on the following information:

- demographics
- cost of living indexes, i.e., housing costs, health care costs, availability of public transportation/commuting times
- school information, to include numbers of schools (secondary & postsecondary) graduation rates, drop-out rates, percent pursuing postsecondary education, percent of children receiving free/reduced lunches/meals in public schools
- degree holders in community
- crime data
- economy (unemployment rates, existing employment opportunities, education requirements)
- health care
- climate
- commercial real estate, i.e., rental costs per square foot/construction costs per square foot

You may find this website extremely useful:

<http://houseandhome.msn.com/pickaplace/comparecities.aspx>

You must report in **narrative** form on the data you found on the aforementioned list. Don’t simply download data from a website and paste it into a document. You may develop tables; but again, narrative must be provided to discuss the information. You should also then recommend one of the two cities for your new location and justify your choice. Your paper should be no more than five (5) pages in length. It must be double spaced with five-space paragraph indentions. **Due Monday, November 14; in class (225 points; rubric provided)**

c. Assume you are the human resources person for your firm. Based on your scores on the four scales of the Cross Cultural Adaptability Index, write a paper (maximum two pages) stating where your strengths and weaknesses are and how they may influence—both positively and negatively—your work as the HR person for your firm. **Due Monday, September 19; WebCt (50 points).**

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d. Persuasive brochure/letter: Your task here is to develop either a persuasive brochure selling a good or service or a letter to be sent to existing or future clients of “your” firm. You will incorporate the elements of a persuasive message. You are encouraged to be as creative as you’d like in the development of the brochure/letter. **Due Monday, October 17; in class** (100 points)

e. PowerPoint presentation: You will develop a PowerPoint presentation of 10-12 slides where you will reveal your choice of the expansion city. Your slides should provide some of the data used in making your decision. You must incorporate the following: one example of animation, one example of sound, one graphic aid/chart. **Due Monday, November 28 WebCt** (200 points)

f. Oral presentation accompanying PowerPoint slide presentation: You will present the slide show to class, with accompanying appropriate oral presentation. **Monday, November 28, through Wednesday, December 7** (50 points)

4. Small group presentations: Four small groups will be developed to develop a 20-minute presentation to the class on these topics: Introductions: The Right Way; The Business Lunch; Dress for Success; Interview Do’s and Don’ts. The first two topics will be presented on **Wednesday, September 21**. The second two topics will be presented on **Wednesday, November 16**. (100 points)

5. Quizzes: All quizzes will be taken via WebCt. They will be available for approximately 90 minutes from 6 a.m. to 11:30 p.m. on the day of the quiz.

Quiz 1: Chapters 1-4	Friday, September 23	100 points
Quiz 2: Chapters 5-8	Friday, October 14	100 points
Quiz 3: Chapters 9-12	Monday, November 7	100 points
Quiz 4: Chapters 13-14	Monday, November 21	50 points

6. Additional assignments:

1. Ch. 2, page 75, # 7, 50 points; **due September 9; WebCt**
2. Ch. 4, page 153, #9, 100 points; **due September 26; WebCt**
3. Ch. 6, page 229, #8. You must write this from “your firm’s” perspective. 50 Points; **due October 5; WebCt**
4. Ch. 7, page 278, #7. You must write this refusal as though it were “your firm” denying the request. 50 points; **due October 12; WebCt**
5. **Graduate students:** Choose one of the following assignments from Chapter 11 in your textbook(**WebCt**):
 - #7, p. 468, Evaluating the Performance of a Stock Portfolio
 - #11, p. 468, Comparing the Merits of franchising vs. starting an Independent business; 200 points; **Due Friday, November 18; WebCt**

Basis for final grade

Assignments	Undergraduates	Graduates
Resume	200	200
Ch. 9	125	125
On-going project		
a.	50	50
b.	225	225
c.	50	50
d.	100	100
e.	200	200
f.	50	50
Small group presentations	100	100
Ch. 2	50	50
Ch. 4	100	100
Ch. 6	50	50
Ch. 7	50	50
Ch. 11	-0-	200
Quizzes	<u>350</u>	<u>350</u>
Total points possible	1,700	1,900

Tentative Class Schedule

Friday, Aug. 19	Introduction, orientation, writing sample
Monday, Aug. 22	Community development Writing sample due in class; ungraded
Wednesday, Aug. 24	Community development
Friday, Aug. 26	Ch. 1, Establishing a Framework
Monday, Aug. 29	Ch. 1
Wednesday, Aug. 31	Ch. 2, Interpersonal & Group Communication
Friday, Sept. 2	Ch. 2
Monday, Sept. 5	Labor Day—Holiday!
Wednesday, Sept. 7	Ch. 3, Planning Spoken & Written Messages
Friday, Sept. 9	Ch. 3 Ch. 2 assignment due

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Monday, Sept. 12	Complete CCAI Firm profile paper due
Wednesday, Sept. 14	Ch. 4, Preparing Spoken & Written Messages
Friday, Sept. 16	no class; NABTE meeting
Monday, Sept. 19	Ch. 4 CCAI paper due
Wednesday, Sept. 21	Small group presentations: Introductions; Business Lunch
Friday, Sept. 23	Quiz 1: Chapters 1-4; WebCt
Monday, Sept. 26	Ch. 5, Communicating Electronically Ch. 4 assignment due
Wednesday, Sept. 28	Ch. 6, Delivering Good- and Neutral-News Messages
Friday, Sept. 30	Ch. 7, Delivering Bad-News Messages
Monday, Oct. 3	Ch. 7
Wednesday, Oct. 5	Ch. 8, Delivering Persuasive Messages Ch. 6 assignment due
Friday, Oct. 7	Ch. 8
Monday, Oct. 10	Ch. 9, Understanding the Report Process & Research
Wednesday, Oct. 12	Ch. 9 Ch. 7 assignment due
Friday, Oct. 14	Quiz 2: Chapters 5-8; WebCt
Monday, Oct. 17	Ch. 10, Managing data & graphics On-going project: persuasive brochure/letter due
Wednesday, Oct. 19	Ch. 10
Friday, Oct. 21	Ch. 11, Organizing & Preparing Reports & Proposals Ch. 9 assignment due
Monday, Oct. 24	Ch. 11

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Wednesday, Oct. 26	Questionnaire development
Friday, Oct. 28	Fall Break—Go Dawgs!
Monday, Oct. 31	Ch. 12, Designing & delivering business presentations
Wednesday, Nov. 2	Ch. 12
Friday, Nov. 4	Ch. 13, Preparing resumes & application letters
Monday, Nov. 7	Quiz 3, Chs. 9-12; WebCt
Wednesday, Nov.9	Ch. 13
Friday, Nov. 11	Ch. 14, Interviewing for a job & employment messages
Monday, Nov. 14	Ch. 14 On-going assignment, Expansion site report due
Wednesday, Nov. 16	Small group presentations: Dress for Success; Do's & don'ts for the Interview
Friday, Nov. 18	Delta Pi Epsilon Research Conference – no class Graduate student assignment due
Monday, Nov. 21	Quiz 4, Chapters 13 & 14
Wednesday, Nov. 23	Thanksgiving break
Friday, Nov. 25	Thanksgiving break
Monday, Nov. 28	Oral presentations/PowerPoints Resumes & letters of application due
Wednesday, Nov. 30	Oral presentations/PowerPoints
Friday, Dec. 2	Oral presentations/PowerPoints
Monday, Dec. 5	Oral presentations/PowerPoints
Wednesday, Dec. 7	Oral presentations/PowerPoints