

EBUS 4010/6010: Business Communication  
Fall 2007  
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**Textbook:** Ober, S. (2006). *Contemporary Business Communication*. (6<sup>th</sup> ed.). Boston: Houghton Mifflin.

**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 one unexcused absence without penalty. Two unexcused absences result in your final course grade being lowered **one full letter grade**. Three unexcused absences result in your final course grade being lowered **two full letter grades**. Four 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.

**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.

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

**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 706.542.8719 to discuss the process for requesting accommodations.**

**Assignments:**

Assignments will be submitted either in hard copy in class or via WebCt/Vista. The submission requirement will follow each assignment, both on the hard copy of the syllabus and on the syllabus posted to WebCt/Vista. **If a WebCt/Vista assignment is handed in during class, you will earn zero (0) points; likewise, if an in-class assignment is submitted via WebCt/Vista, 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. All your assignments submitted in class must be keyboarded.

Late assignments: All assignments are due by the end of class on the due date posted on the syllabus and on WebCt/Vista. 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/Vista by the posted due date.

End-of-chapter assignments: In most cases, simply follow the instructions in each exercise. In **several** instances, however, I have modified the assignment slightly. Please consult both this syllabus and the assignment posting to WebCt/Vista to find the modified assignment instruction.

<u>Assignment; submission method</u>	<u>Due Date</u>	<u>Points possible</u>
Ch. 1, Ex. 13; <b>in class</b>	Aug. 28	25
Ch. 2, Ex. 7; <b>in class</b>	Sept. 4	25
Ch. 3, Ex. 4; <b>WebCt/Vista</b>	Sept. 11	24 (3 ea.)
Ch. 4, Ex. 9; <b>WebCt/Vista</b>	Sept. 18	25
Ch. 5, Ex. 1; <b>in class</b>	Sept. 25	25
Ch. 6, Continuing Case 6; <b>in class</b>	Oct. 2	25
Ch. 7, Ex. 14; <b>WebCt/Vista</b>	Oct. 9	25
Ch. 8, Ex. 22; <b>WebCt/Vista</b>	Oct. 16	25
Ch. 9, Ex. 22; <b>in class</b>	Oct. 23	25
Ch. 10, Continuing Case 10; <b>in class</b>	Oct. 30	25
Ch. 11, Ex. 12; <b>in class</b>	Nov. 6	24 (8 ea.)
Ch. 12, Exs. 4, 5, 6, 7; <b>in class</b>	Nov. 27	150
Ch. 14, Ex. 9; <b>WebCt/Vista presented in class</b> (30 points for slides; 30 points for in-class presentation)	Nov. 27-Dec. 4/6	60
Ch. 15; Resume & letter of application	Nov. 20	100 (50 ea.)

**Graduate Students:**

Ch. 13, Ex. 13; <b>in class (no presentation)</b>	Nov. 8	80
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LAB test assignments:

These will be distributed and completed in class. Each correction is worth ½ point.

Ch. 1	Aug. 28	9.5
Ch. 5	Sept. 25	7.5
Ch. 9	Oct. 23	8
Ch. 10	Oct. 30	8.5
Ch. 13	Nov. 8	12

Small group presentations: Each of four small groups will develop a 20-minute presentation to the class on one of these topics: Introductions: The Right Way; The Business Lunch; Dress for Success; Interview Do's and Don'ts. All four topics will be presented on **Thursday, September 27**. (50 points)

Quizzes: All quizzes will be taken via WebCt/Vista. They will be available from 6 a.m. to 11:30 p.m. on the day of the quiz. The text is divided into five parts of three chapters each; each quiz will cover one part.

Quiz 1 (chapters 1, 2, 3)	Sept. 11	75
Quiz 2 (chapters 4, 5, 6)	Sept. 27	75
Quiz 3 (chapters 7, 8, 9)	Oct. 16	75
Quiz 4 (chapters 10, 11, 12)	Nov. 1	75
Quiz 5 (chapters 13, 14, 15)	Dec. 4-6	75

**Basis for final grade:**

	Undergraduates	Graduates
End-of-chapter assignments	542	622
LAB tests	44	44
Small group presentations	50	50
Quizzes	<u>375</u>	<u>375</u>
Total points possible	1011	1091

**Tentative Class Schedule; assignments in bold**

Thursday, Aug. 16	Introduction; writing sample
Tuesday, Aug. 21	Ch. 1, Understanding Business Communication
Thursday, Aug. 23	Ch. 1, cont'd.
Tuesday, Aug. 28	Ch. 2, Work-Team Communication <b>Ch. 1, ex. 13, in class; Lab test in class</b>
Thursday, Aug. 30	Ch. 2, cont'd.
Tuesday, Sept. 4	Ch. 3, Communication Technology <b>Ch. 2, ex. 7, in class</b>
Thursday, Sept. 6	Ch. 4, Writing with Style: Individual Elements
Tuesday, Sept. 11	Ch. 4, cont'd. <b>Ch. 3, Ex. 4, WebCt/Vista Quiz 1</b>
Thursday, Sept. 13	Ch. 5, Writing with Style: Overall Tone & Readability
Tuesday, Sept. 18	Ch. 6, The Process of Writing <b>Ch. 4, ex. 9, WebCt/Vista</b>
Thursday, Sept. 20	Ch. 7, Routine Messages
Tuesday, Sept. 25	Ch. 7, cont'd. <b>Ch. 5, ex. 1, in class; Lab test in class</b>
Thursday, Sept. 27	<b>Small group presentations Quiz 2</b>
Tuesday, Oct. 2	Ch. 8, Persuasive Messages <b>Ch. 6, Continuing Case 6, in class</b>
Thursday, Oct. 4	Ch. 8, cont'd.
Tuesday, Oct. 9	Ch. 9, Bad-News Messages <b>Ch. 7, ex. 14, WebCt/Vista</b>
Thursday, Oct. 11	Ch. 10, Planning the Report
Tuesday, Oct. 16	Ch. 10, cont'd. <b>Ch. 8, ex. 22, WebCt/Vista Quiz 3</b>

Thursday, Oct. 18	Ch. 11, Collecting and Analyzing Data
Tuesday, Oct. 23	Ch. 12, Writing the Report <b>Ch. 9, ex. 22, in class; Lab test in class</b>
Thursday, Oct. 25	Fall Break! Go Dawgs!
Tuesday, Oct. 30	Ch. 12, cont'd. <b>Ch. 10, Continuing Case 10, in class; Lab test in class</b>
Thursday, Nov. 1	Ch. 13, Planning the Business Presentation <b>Quiz 4</b>
Tuesday, Nov. 6	Ch. 14, Illustrating & Delivering the Business Presentation Ch. 15, Employment Communication <b>Ch. 11, ex. 12, in class</b>
Thursday, Nov. 8	Ch. 15, cont'd. <b>Lab test in class</b> <b>Graduate student assignment due in class</b>
Tuesday, Nov. 13	no class meeting
Thursday, Nov. 15	no class meeting
Tuesday, Nov. 20	<b>Oral presentations</b> <b>Letter of application &amp; resume</b> <b>Quiz 5</b>
Thursday, Nov. 22	Thanksgiving.
Tuesday, Nov. 27	<b>Oral presentations</b> <b>Ch. 12, ex. 4, 5, 6, 7 in class</b>
Thursday, Nov. 29	<b>Oral presentations</b>
Tuesday/Thursday, Dec. 4/6	<b>Oral presentations</b>

**NB** This semester I, along with a group of faculty throughout campus, am piloting Vista, an updated version of WebCt. I suspect there will be glitches as I learn this new platform and am asking your patience in this process. Your feedback throughout the semester regarding the ease of use and problems you've encountered will be most appreciated.