

EBUS 4010/6010: Business Communication
Summer 2007
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Textbook: Ober, S. (2006). *Contemporary Business Communication*. (6th 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 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 must arrive late or leave early, please speak with me outside of class about the reason. If you must leave early or leave temporarily, please **don't** let the door slam behind you.

Other: Please be courteous in class. Turn your cell phone off during class. If there is some emergency that requires it be on, let me know. 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. Nor is there a reason to have a laptop up and running during class unless specifically called for.

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 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, on the hard copy of the syllabus, on the syllabus posted to WebCt, and on the individual assignments posted to WebCt. **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. 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. 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.

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 the syllabus and the assignment posting to WebCt to find the correct assignment instructions.

<u>Assignment: submission method</u>	<u>Due Date</u>	<u>Points possible</u>
Ch. 1, Ex. 13; in class	June 8	25
Ch. 2, Ex. 7; in class	June 11	25
Ch. 3, Ex. 4; WebCt	June 12	24 (3 ea.)
Ch. 4, Ex. 9; WebCt	June 13	25
Ch. 5, Ex. 1; in class	June 14	25
Ch. 6, Continuing Case 6; in class	June 15	25
Ch. 7, Ex. 14; WebCt	June 19	25
Ch. 8, Ex. 22; WebCt	June 20	25
Ch. 9, Ex. 22; in class	June 21	25
Ch. 10, Continuing Case 10; in class	June 22	25
Ch. 11, Ex. 12; in class	June 25	24 (8 ea.)
Ch. 12, Exs. 4, 5, 6, 7; in class	July 2	150
Ch. 14, Ex. 9; WebCt; presented in class (30 points for slides; 30 points for in-class presentation)	July 2 & 3	60
Ch. 15; Resume & letter of application	July 2	100 (50 ea.)
Graduate Students:		
Ch. 13, Ex. 13; in class (no presentation)	July 2	80

LAB test assignments:

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

Ch. 1	June 8	9.5
Ch. 5	June 14	7.5
Ch. 9	June 21	8
Ch. 10	June 26	8.5
Ch. 13	June 28	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 **Friday, June 15** (50 points).

Quizzes: All quizzes will be taken via WebCt. 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 with three chapters each; each quiz will cover one part.

Quiz 1 (chapters 1, 2, 3)	June 13	75
Quiz 2 (chapters 4, 5, 6)	June 18	75
Quiz 3 (chapters 7, 8, 9)	June 22	75
Quiz 4 (chapters 10, 11, 12)	June 27	75
Quiz 5 (chapters 13, 14, 15)	July 3	75

Basis for final grade:

	<u>Undergraduates</u>	<u>Graduates</u>
End-of-chapter assignments	583	663
LAB tests	45.5	45.5
Small group presentations	50	50
Quizzes	<u>375</u>	<u>375</u>
Total points possible	1053.5	1133.5

Tentative class schedule; assignments/quizzes in bold

Thursday, June 7	Introduction; Ch. 1, Understanding Business Communication; writing sample
Friday, June 8	Ch. 2, Work-Team Communication Ch. 1, ex. 13; in class; LAB test 1
Monday, June 11	Ch. 3, Communication Technology Ch. 2, ex. 7; in class
Tuesday, June 12	Ch. 4, Writing with Style: Individual Elements Ch. 3, ex. 4; WebCt
Wednesday, June 13	Ch. 5, Writing with Style: Overall Tone & Readability Ch. 4, ex. 9; WebCt Quiz 1
Thursday, June 14	Ch. 6, The Process of Writing Ch. 5, ex. 1; in class; LAB test 5
Friday, June 15	Small group presentations Ch. 6, Continuing Case 6; in class
Monday, June 18	Ch. 7, Routine Messages Quiz 2

Tuesday, June 19	Ch. 8, Persuasive Messages Ch. 7, ex. 14; WebCt
Wednesday, June 20	Ch. 9, Bad-News Messages Ch. 8, ex. 22; WebCt
Thursday, June 21	Ch. 10, Planning the Report Ch. 9, ex. 22; in class; LAB test 9
Friday, June 22	Ch. 11, Collecting and Analyzing Data Ch. 10, Continuing Case 10; in class Quiz 3
Monday, June 25	Ch. 12, Writing the Report Ch. 11, ex. 12; in class
Tuesday, June 26	Ch. 13, Planning the Business Presentation LAB test 10
Wednesday, June 27	Ch. 14, Illustrating & Delivering the Business Presentation Quiz 4
Thursday, June 28	Ch. 15, Employment Communication LAB test 13
Friday, June 29	Extemporaneous speaking
Monday, July 2	Oral presentations & slides developed from Ch. 14 assignment Ch. 12, exs. 4, 5, 6, 7; in class
Tuesday, July 3	Oral presentations & slides developed from Ch. 14 assignment Graduate student assignment Resume & letter of application; in class Quiz 5