

Management 309 - Effective Communications Management

Chaminade University of Honolulu, Room 107, Henry Hall

September 1 through ~~December~~ 10, 1998

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Instructor: Dr. S. Vincent Shin, MA, MBA, ED.D

Office Hours: By appointment -- Tel & Fax: (808) 377-3650, **E-Mail:** vshin@aol.com

Time: Tuesday and Thursday. (2:00 PM to 3:20 PM hours), except holidays.

Text: Lesikar, Pettit, and Flatley, *Lesikar's Basic Business Communication*. 7th Ed., 1996.

I. Course Description:

This course is designed for students to develop oral and written business communication skills through research, study, developmental exercises and practical applications in writing, speaking, planning, and styling. This course will also examine the computer technology based communication and its applications and challenges in business.

II. Course Objective:

This course aims to provide students with basic knowledge and understanding of the Role of Communication in Business, Business Writing, Basic Patterns of Business Letters, Applications to Specific Situations, Fundamentals of Report Writing, Informal Oral Communications. Public Speaking, Cross-cultural Communication, and Application of Technology in Business Communication.

III. Oral Presentation/Writing Projects:

1. **Oral Presentation:** Each student will conduct a 15-minute oral presentation in class. Each oral presentation should focus on the contemporary business issues. Student must submit a one-page outline of the presentation at the time of presentation. Subject for oral presentation must be approved by the professor at the earliest possible so that student will have ample time to prepare. Use of visual aids (overheads, AV equipments, Charts, etc.) encouraged.

2. **Writing Project:** Written project topic must be different subject from the oral presentation. The topics for proposed written assignment will be submitted to professor earliest possible for approval. Five page written project (typed, double spaced) on the modern business issues, principles, or case studies will be submitted by the class period NLT on December 8, 1998. Late paper will receive lower grade.

IV. Grades:	Mid Term	25 Points	A: 90 - 100
	Final Examination	25 Points	B: 80 - 89
	Oral Presentation	20 Points	C: 70 - 79
	Writing Project	20 Points	D: 60 - 69
	Class Participation	10 Points	F: <60
		100 Points	

V. Course Schedule:

September 1:	Orientation of MGT 309. Students Introduction. Chapter 1 -- Communication in work places.
September 3:	Chapter 16 -- Technology-Enabled Communication.
September 8:	Chapter 2 -- Adaptation and the Selection of Words. Chapter 18 -- Correctness of Communication.
September 10:	Chapter 3 -- Construction of Clear Sentences and Paragraphs.
September 15:	Chapter 17 -- Techniques of Cross-Cultural Communication.
September 17:	Chapter 4 -- Writing for Effect.
September 22:	Chapter 5 -- Directness in Good News and Neutral Situation
September 24:	Chapter 6 -- Indirectness in Bad-News Letters.
September 29:	Chapter 7 -- Indirectness in Persuasion and Sales Writing. Review for Mid-Term Exam.
October 1:	****Mid-Term Examination**** (Chapters: 1, 16, 2, 18, 3, 17. 4, 5, 6, 7)
October 6:	Chapter 8 -- Pattern Variations in Other Business Messages
October 8:	Chapter 9 -- Strategies in the Job Search Process.
October 13:	Chapter 9 -- Continued.
October 15:	Chapter 9 -- Continued.
October 20:	Chapter 10 -- Basics of Report
October 22:	Chapter 10 -- Continued.
October 27:	Chapter 11 -- Report Structure: The Short Form.
October 29:	Chapter 19 -- Business Research Methods.
November 3:	Chapter 12 -- Long Formal Reports. Written Project Due.
November 5:	Chapter 13 -- Graphics.
November 10:	Chapter 14 -- Informal Oral Communication.
November 12:	Chapter 15 -- Public Speaking and Oral Reporting.
November 17:	Oral Presentation /Written Project Workshop.
November 19:	Student Presentation
November 24:	Student Presentation.

December 1: Student Presentation.

December 3: Student Presentation.

December 8: Student Presentation., Written Assignment Due!!, Final Exam Review

December 10: ****Final Examination****

Notes: