

Management 309 - Effective Communications Management

Chaminade University of Honolulu, Room 107, Henry Hall

January 12 through May 7, 1998

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

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

Time: Tuesday and Thursday, (11:00 AM to 12:20 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 on April 28, 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:

January	13:	Orientation of MGT 309. Students Introduction.
		Chapter 1 -- Communication in work places.
January	15:	Chapter 16 -- Technology-Enabled Communication.
January	20:	Chapter 2 -- Adaptation and the Selection of Words.
		Chapter 18 -- Correctness of Communication.
January	22:	Chapter 3 -- Construction of Clear Sentences and Paragraphs.
January	27:	Chapter 17 -- Techniques of Cross-Cultural Communication.
January	27:	Chapter 4 -- Writing for Effect.
February	3:	Chapter 5 -- Directness in Good News and Neutral Situation
February	5:	Chapter 6 -- Indirectness in Bad-News Letters.
February	10:	Chapter 7 -- Indirectness in Persuasion and Sales Writing.
		Review for Mid-Term Exam.
February	12:	Mid-Term Examination. (Chapters: 1, 16, 2, 18, 3, 17, 4, 5, 6, 7)
February	17:	Chapter 8 -- Pattern Variations in Other Business Messages
February	19:	Chapter 9 -- Strategies in the Job Search Process.
February	24:	Chapter 9 -- Continued.
February	26:	Chapter 9 -- Continued.
March	3:	Chapter 10 -- Basics of Report
March	5:	Chapter 10 -- Continued.
March.	10:	Chapter 11 -- Report Structure: The Short Form.
March	12:	Chapter 19 -- Business Research Methods.
March	17:	Chapter 12 -- Long Formal Reports. Written Project Due.
March	19:	Chapter 13 -- Graphics.
March 23 - March 27: Spring Break		
March	31:	Chapter 14 -- Informal Oral Communication.
April	2:	Chapter 15 -- Public Speaking and Oral Reporting.
April	6:	Last day to withdraw from class.
April	7:	Oral Presentation /Written Project Workshop.
April	9:	Student Presentation.

April 14: Student Presentation.
April 16: Student Presentation.

April 21: Student Presentation.
April 23: Student Presentation.

April 28: Student Presentation. ****Written Project Due****
April 34: Review for Final **Examination/Make-Up** Student Presentation

May 4 - 7 : Exam Week:: Final Examination.

Notes: