

**Business 309 - Effective Communications Management .
Chaminade University**

Instructor: Mr. Wayne Terada
Class Period: TR, 11:00 - 12:20 PM
Text: Lesikar, Raymond V.; Pettit, John D. Jr.; and Flatley, Marie E.; Basic Business Communication, 8th Edition, Boston: Irwin McGraw-Hill 1999

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Final Exam: Wednesday, December 13, 8:00 - 10:00 AM

COURSE DESCRIPTION

Designed for students to develop verbal and written business communication skills through developmental exercises and practical applications. The course will also examine computer technology and its application in business.

COURSE OBJECTIVE

Provide students with the basic knowledge and understanding of selected business messages, memorandums, completing job resumes, using graphics in presentations, basic research techniques, oral reports, and other forms of business communication. Upon completion of the course, the student should be able to effectively utilize business communication theories and techniques to prepare written and oral presentations.

MAJOR ASSIGNMENTS

Individual Report: A three to five page report, excluding title, graphics, and bibliography pages. Report will be typed and double-spaced. Reports will be on contemporary business issues. Paper is due on . In addition, each student will provide a five to seven minute oral presentation on the report. Oral presentations will begin on

Group Project: A five to seven page report, excluding title, graphics, and bibliography pages. Report will be typed and double-spaced. Reports will be on cases provided by the instructor. Report is due on . In addition, each group will provide a 15-20 minute oral presentation on the report. Each member of the group must present a proportionate amount of the material. Oral presentations will begin on

All students in one group will receive the same grade for group projects unless special circumstances are present. Group efforts are meant to be equal efforts of all group members. All group members must share the oral presentation equally.

Students will receive a grade for °presentation° and one grade for the 'written report'.

Oral and Written Assignments: There will be oral/written assignments (including memorandums, business messages, current events, resumes, etc.) throughout the semester. Oral presentations will include both extemporaneous and prepared presentations.

Written papers will not be accepted after the due date unless the instructor grants prior approval or there is an emergency circumstance-otherwise, the student(s) receives a zero for the assignment.

Current Events

Students will be responsible for 1-2 minute and 3-5 minute verbal presentations and an accompanying written paper. No late assignments will be accepted without the prior approval of the instructor.

Class Attendance and Participation

Class attendance is critical. Class discussions require the students' participation and will be mixed with participation exercises, oral presentations, and written exercises. Any student missing a class period because of a scheduled appointment must inform the instructor prior to class by email. I will check my email at the beginning of each class period.

Grades:

Mid Term	20%
Final Examination	25%
Quizzes (2 or 3)	10%
Group Project (oral and written)	15%
Individual Project (oral and written)	15%
Verbal Participation	5%
Class Participation	5%
Homework	5%
	100%

A:	90-100
B:	80-89
C:	70-79
D:	60-69
F:	<60

Topics for Meeting __

	Chapter
Introduction	1
Correctness in writing	18
Basic writing (words)	2
Quiz on Chapters 2 and	
Basic writing (sentences and paragraphs)	3
Writing for effect	4
Quiz on Chapters 1,18,2,3, and 4	
Research methodology	19
Basics of report writing	10
Report structure, short reports, form	11, Appendix B
Graphics	13
Mid Term Examination	
Routine inquiries, letter form	5
Group Presentation	
Routine responses	5, Appendix B
Bad-news messages	6
Persuasion, sales messages	7
Collections, memorandums, etc.	8
Quiz on memorandums (writing quiz)	
Job applications, resumes	9
Individual Presentation	
Other forms of business communication	14,15
Final Examination	