

Business 349 - Effective Communications Management
Chaminade University

Instructor: Mr. Wayne Terada
Class Period: TR, 2:00-3:20 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 15, 1999, 12:45 - 2:45 PM

COURSE DESCRIPTION:

Designed for students to develop oral 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 October 5, 1999. In addition, each student will provide a five to seven minute oral presentation on the report. Oral presentations will begin on October 5, 1999.

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 December 7, 1999. 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 December 7, 1999.

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 10 oral/written assignments (including memorandums, business messages, resumes, etc.) throughout the semester. One of the written assignments will be a memorandum report. 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-the student(s) receives a zero for the assignment. In addition, unless there are extenuating circumstances, the paper will be marked down a minimum of one-half grade, e.g., from an A to an A-; A- to a B+, etc.

Glass 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.

Grades:

Mid Term	20%
Final Examination	30%
Group Project (oral and written)	15%
Individual Project (oral and written)	15%
Class Participation	15%
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
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	
Routine responses	5, Appendix B
Bad-news messages	g
Persuasion, sales messages	7
Collections, memorandums, etc.	8
Job applications, resumes	g
Other forms of business communication	14,15
Final Examination	