

**BUSA 2105 Fall 2008**  
**Communicating in the Business Environment**  
**Georgia Southwestern State University**

**Meeting time/place:** BHP 102 – T/TH - 11:00 AM to 12:15 PM

Instructor: Mrs. Gaynor Cheokas

Office: BHP Building, Second Floor, Suite 200

Office Hours: By appointment

Office Phone: 229-931-2726

Email: gcheokas@canes.gsw.edu

**Textbook:** Ober, *Contemporary Business Communication, 7<sup>th</sup> edition*  
Houghton Mifflin, 2009.

**Objectives:** This course covers the many facets of business communications. Among other topics, we will discuss how to understand different forms of business communication, resume & interview processes, team and meeting dynamics, technology- email/internet communication, writing style, letter and report formats, message structure and meaning, and business presentations.

**Requirements:** The course work will consist of lectures, readings, discussion, and group work. There will be quizzes, periodical assignments, a business presentation, and a final exam that determine the final grade for the course.

**Grading:** The following breaks down the point totals for each evaluation category:

Quizzes:	35%
Assignments/attendance:	25%
Presentation:	20%
Final Exam:	20%

**Tests/Assignments:** Tests are to be taken on the date given. If a student is unable to take the exam that day, it is his/her responsibility to notify the instructor **before** the test is given and have the excuse approved by the instructor. If approved, it is then his/her responsibility to make up the exam within one class period. The make-up exam will consist of essay questions. All assignments are to be typewritten, not handwritten. There are computer labs on campus if you do not have one at home. Any late assignments will be accepted ONE class period late for a maximum grade of 80%. Assignments turned in after that time will receive a grade of zero, no exceptions.

- Attendance:** Class attendance will be noted at the beginning of each class period. Excessive absences (3) will result in a 10 point reduction of your grade. Any material missed during an absence will be the sole responsibility of the student to obtain.
- Grading:** Grades will be given on a 10 point scale: 90-100 = A, 80-89 = B, 70-79 = C, 60-69 = D, below 60 = F.
- Class Behavior:** Students are expected to be on time for class and present a minimal disruption to other students and the learning process. **All cellular phones and pagers are to be turned off.** As this is a communications class, students will be expected to interact with each other and the instructor. However, the discussion should remain orderly at the discretion of the instructor.
- Academic Integrity:** Students are expected to uphold the highest levels of academic integrity. All students should review the GSW Policy on Academic Integrity posted on the school website within the regulation section of the Bulletin. Unacceptable forms of dishonest behavior include: cheating on an examination, using other students' work to complete assignments, other forms of plagiarism, unauthorized collaboration, and other violations. Punishment will include anything from a zero on the assignment/test to a failing grade in the course.
- Course Tools:** Students should feel free to contact the instructor for assistance with any questions or assignments via email, phone, etc. The course text offers invaluable assistance to ensure the students' success in this course. One tool of note is the author's personal email address: [askober@ober.net](mailto:askober@ober.net). The author will respond to any queries you might have. If you choose to use this tool, you should also copy the instructor (cc:) in the message. Additional references may include a dictionary, thesaurus, Robert's Rules of Order, the library, and the Internet.
- Student Support** A student requesting classroom accommodations or modifications due to a documented disability must notify me within the first two weeks of the semester. The student has not already done so, he or she must contact the Office of Student Support Services located in room 304 of Sanford Hall. The phone number is 229-931-2294.
- Course Statement:** Theory and practice in the use of correct, forceful English in the composition of business letters, reports, and other written communication found in the business world.