

# Writing and Speaking in Business

Dr. Dorothy McCawley



## GEB 3219 . . . Summer 2009

### Course Sections

Instructor	Dr. Dorothy McCawley	352-273-3213	Dorothy.mccawley@cba.ufl.edu
Section Number	Graduate Teaching Assistant	Section Number	Graduate Teaching Assistant
7662	Sandy Weems <a href="mailto:Sweems01@bellsouth.net">Sweems01@bellsouth.net</a>	7696	Tom Bragg <a href="mailto:Tbragg35@bellsouth.net">Tbragg35@bellsouth.net</a>
7704	Yvonne Price <a href="mailto:yprice@ufl.edu">yprice@ufl.edu</a>	7743	Helena Angell <a href="mailto:hangell@comcast.net">hangell@comcast.net</a>
7775	Matt Meltzer <a href="mailto:Matthew.meltzer@gmail.com">Matthew.meltzer@gmail.com</a>	7778	Kearston Wesner <a href="mailto:Kearston@ufl.edu">Kearston@ufl.edu</a>
7779	Melanie York <a href="mailto:Melanie.york@gmail.com">Melanie.york@gmail.com</a>	7788	Chris Stetter <a href="mailto:cstetter@ufl.edu">cstetter@ufl.edu</a>
7798	Jay Crockett <a href="mailto:jay.crockett@cba.ufl.edu">jay.crockett@cba.ufl.edu</a>	7799	Rabia Shah <a href="mailto:rabians@ufl.edu">rabians@ufl.edu</a>

### Course Description

In business, where communication needs to be clear and convincing, you must be an effective writer and speaker. We've designed GEB 3219 – *Writing and Speaking in Business* to teach business students communication fundamentals to prepare you for the business workplace. You will view lectures recorded by the course instructor, but participate in activities by section with a graduate teaching assistant.

This course has four primary objectives:

- mastery of basic presentation skills and awareness of verbal and non-verbal aspects of communication;
- knowledge of the types of writing central to business communication;
- mastery of the techniques for persuasive argumentation; and,
- understanding of the fundamentals of writing clearly, specifically, and concisely.

The workplace-based assignments ensure that students learn professional communication principles through cases and projects drawn from everyday business situations. Assignments include e-mails, memos, letters, résumés, discussion boards, reports, and a PowerPoint presentation.

### Course Texts

*Business and Administrative Communication*. 7<sup>th</sup> edition. Kitty O. Locker, McGraw-Hill, 2005 (with online support)  
*Business Writing CPR: 16 Principles for Writing Virtually Anything Effectively*. Jane Douglas

### General Education Learning Outcomes

GEB 3219 satisfies General Education requirements for both Composition (C) and Gordon Rule-Communication (E6). As a result, to fulfill the Composition requirement, GEB 3219 offers instruction in how to write with maximum clarity, organization, and efficiency, as well as how to adapt writing to the demands of a variety of genres, contexts, and

audiences. To satisfy the E6 Gordon Rule requirement, GEB 3219 also requires students to complete at least 6,000 words of evaluated writing during the semester.

## Academic Honesty

As a University of Florida student, your performance is governed by the UF Honor Code, available in its full form at [http://www.reg.ufl.edu/01-02-catalog/student\\_life/](http://www.reg.ufl.edu/01-02-catalog/student_life/). The Honor Code requires Florida students to neither give nor receive unauthorized aid in completing all assignments. Violations include cheating, plagiarism, bribery, and misrepresentation, all defined in detail at <http://www.dso.ufl.edu/judicial/honestybrochure.htm>. Plagiarism is the presentation of the words or ideas of another as one's own. You would commit plagiarism by using, without crediting the source

1. Any part of another person's essay, speech, or ideas (even if paraphrased or expressed in your own words);
2. Any part of an article in a magazine, journal, newspaper, or any part of a book, encyclopedia, CD, online Internet page, etc.

All work for the course must be original by the student. Any attempt to represent the work, ideas, or writing of someone else as your own is considered plagiarism and will result in failure of the assignment, and potentially of the course. Willful and blatant incidents of plagiarism will be handed over to the Office of the Dean to be punished in accordance with University Policy.

## Students with Physical Disabilities

The University of Florida complies with the Americans with Disabilities Act. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

## Assignments, Learning Objectives and Evaluation Criteria

You will be responsible for listening to lectures, reading your textbook, and completing assignments. Your lectures are presented by Center for Management Communication (CMC) faculty and assignments are graded by CMC Graduate Teaching Assistants. Each week you will

- view three to four video lectures
- read textbooks, as assigned
- submit written, PowerPoint, and blog assignments
- answer quizzes, when scheduled

Individual course sections are small, restricted to 30 students, enabling class members to get to know one another. These small sections also enable students to receive extensive feedback on written assignments.

**Schedule and Deadlines.** The daily assignment schedule, along with assignment deadlines, may be viewed on our course webpage through Vista on the document labeled "Course Schedule." The web address is <http://lss.at.ufl.edu>. You must have a gatorlink login and password to access this site. All assignments must be completed and submitted via this site (or, if your TA permits, email) by the deadlines listed in the course schedule. *Late submissions will be penalized one letter grade for each day late.* Further, you must post your blog assignments by Sunday night of the week during which they were assigned.