

BUSINESS COMMUNICATION

Course No	:	BUS 261
Course Title	:	BUSINESS COMMUNICATION
Prerequisites	:	ENG 120
Course Type	:	General – Elective
Faculty Member	:	Dr. ; Room # ; Telephone ; e-mail ;
Office Hours	:	
Class Time	:	
Lecture Class	:	

Course Objectives:

The overall goal of this course is to provide students with a solid communication base so they are able to communicate effectively and become comfortable and fluent in the communication practices of the business world. The course is designed to equip students with a range of communication skills to increase employability.

Course Description:

This course introduces the communication skills expected in a general business environment, including interpersonal, group, presentational, electronic, non-verbal and written communication as well as techniques for adjusting to the communicative culture of various business organizations. It will teach students to communicate in a clear, courteous, concise, and correct manner on both personal and professional levels. Listening skills will be incorporated throughout the semester.

Course Outline:

Topics include:

1. Communicating successfully in an organization
2. Understanding business communication
3. Communicating inter culturally
4. Planning, composing and revising business messages
5. Writing direct requests
6. Writing routine, good-news, and goodwill messages.
7. Writing bad-news and persuasive messages
8. Completing formal reports and proposals
9. Writing resumes and application letters,
10. Interviewing for employment and following up.
11. Listening
12. Interviewing
13. Conducting meetings.
14. Giving speeches and oral presentations.

Learning Outcomes:

Upon successful completion of this course, students will be able to demonstrate the ability to:

1. choose the appropriate communication channel for a business communication event,
2. design and produce a message that is responsive and appropriate within a business context,
3. produce clear, concise memos, letters, emails
4. present material in context and support claims with evidence, reasoning and professional quality visual support,
5. respond to a job application with a cover letter and resume and
6. prepare interview responses for practice in a mock setting,
7. demonstrate the ability to plan, manage and document communication in a work team.

Use of Modern Instructional Technology:

Students are expected to be competent in using word-processing, spreadsheet, and presentation software in this course. Use of the Internet may also be required.

Skills to be developed:

This course helps students in developing the following skills:

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| 1. Communication (Oral & written) | Through Assignments, Case Study discussions and Examinations |
| 2. Analytical | Through Case studies and examinations |
| 3. Team Work | Through Case studies |
| 4. Creative Thinking | Through Case studies, assignments, classroom discussions |
| 5. Adaptability to Change | Through Case studies, and examinations |
| 6. Ethics | Through lectures and assignments |
| 7. Use of Information Technology | Through use of PCs, Internet, CD-ROM, Statistical data base in the library |

Evaluating Student Performance:

Class participation and attendance	10%
Coursework assignment 1	30%
Coursework assignment 2	30%
Project Presentation	30%

Assignment	LO1	LO2	LO3	LO4	LO5	LO6	LO7
Class participation	X		X			X	
Assignment 1	X	X	X		X		
Assignment 2	X	X	X		X		
Project	X			X			X

Grading:

<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>		<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>
90 - 100	A	4.0		70 - 74	C	2.0
85 - 89	B+	3.5		65 - 69	D+	1.5
80 - 84	B	3.0		60 - 64	D	1.0
75 - 79	C+	2.5		< 60	F	0.0

Educational Resources:

<i>Educational</i>	Description	Comments
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Resource		
Textbooks Required	Excellence in Business Communication by Courtland, Bovee and John V. Thill.	
References	Effective Business Communication, 6th ed. , by Herta A. Murphy and Herbert W. Hildebrandt. Fundamentals of Communication by John R. Bittner. Business Communication: A Technology-based Approach by William P. Galle, Jr., Beverly H. Nelson and Donna W. Luse.	
Internet Resources		
Journals Computers	Journal of Communication Arts Internet searches for obtaining information on Business Communication	N/A
CD - ROM :	(CD-ROM) data base in the library + Action learning through CD Accompanying the textbook	N/A
Other Resources:	Library resources, Internet search of periodicals	N/A

Course Schedule & Outline:
Sixteen Week Semester, 3 hrs/Wk

Date	Week	Outline Syllabus	Learning Outcomes	Homework Assignments, Due dates
February 12/2-16/2	1		LO1	
February 19/2-23/2	2		LO2	
May 28/5- 31/5		General Review		