BUS-215  Business Communications  3 credits

I. Catalog Description: This course is designed to teach students the fundamentals of communications it relates to business. Methods used are business writing design and strategies, report writing, and oral presentations.

II. Prerequisites, pre-/co-requisites, co-requisites, recommended: The prerequisite for this course is English 101.

III. Rationale for Course Level: This class is a 200 level class because it presents more detailed information regarding the business communication process. It also discusses communication strategies and techniques that students can use in their careers. This class level is appropriate for the material being presented.

IV. Suggested Textbooks:


Includes Premium Website Printed Access Card.
Mary Ellen Guffey Los Angeles Pierce College
Dana Loewy California State University, Fullerton

V. Student Learning Course Objectives:

Institutional Learning Goals

The course will satisfy the following:

1. Apply aspects of Anishinaabe culture and traditional values.
2. Demonstrate competency in reading, writing, oral communication, and numerical literacy
3. Be able to evaluate information
4. Consider multiple perspectives from the diversity of human experience

Business Program Goals

This course will satisfy the following:

1. Students will apply critical thinking skills within a business environment. Level: Developmental/Applied
2. Students will solve ethical and legal dilemmas facing management using socially responsible business practices. Level: Developmental/ Applied
3. Students will recognize the emotional implications of business decisions affecting internal and external stakeholders. Level: Developmental
4. Students will communicate effectively in a diverse and global business environment. Level: Developmental/ Applied
5. Students will apply the dynamics of teamwork in the business setting. Level: Developmental/ Applied

Course Goals

1. Students will analyze and evaluate communication practices, messages, and outcomes in various contexts effectively in today’s Federal, Tribal, State, and Local organizations.
2. Students will recognize and articulate the benefits and challenges of diverse communicative practices of people living in a global/multicultural society.
3. Students will solve business communication workplace related problems and issues.
4. Students will demonstrate effective business communication in teams and appreciate the meaning of mutual responsibility. (Student’s evaluation of teamwork communication includes components of mutual responsibility and emotions.)

VI. Suggested Course Outline:

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<th>Planned Weekly Agenda &amp; Completion Deadlines Course Outline</th>
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| Week 1 | Intro to Class | 1. Introductions  
2. Ensure Students have Textbook  
3. Review Syllabus  
4. Review Online Classroom (Ensure Students Access Open Classroom via SCTC's E-mail Account.  
5. Begin Chapter 1  |
| Week 2 | Unit 1 – Business Communication in the Digital Age | 1. Students will set-up blog accounts @ https://wordpress.com/ post the Blog link in the Week 2 Discussion Thread. Post the link by clicking on “Reply”  
2. Review Chapter 1  
3. Homework  
4. Watch the "Business Etiquette for the Digital Age" video (1 hr, 18 mins, 7 sec.) at: https://www.youtube.com/watch?v=GWN1A2UiDjg  |
| Week 3 | Unit 2 – The Business Writing Process in the Digital Age | 1. Lecture over Chapter 2 & 3  
2. Homework  
3. Continue blogging  
4. Read Chapter 4  |
| Week 4 | 5. Chapter 4 Revising Business Messages, Pg. 90  
6. Review for Exam #1 (Chapters 1 – 4) | 1. Lecture over Chapter 4  
2. Review for Exam #1 – Take home test & found in Week 4 in our online classroom  
3. Complete/Submit Exam #1 by the start of class in Week 5. Submit via Week 4 Online Classroom.  
4. Continue blogging  
5. Read Chapters 5 & 6 |
|---|---|---|
| Week 5 | Unit 3 – Workplace Communication  
1. Chapter 5 Short Workplace Messages and Digital Media, Pg. 120  
2. Chapter 6 Positive Messages, Pg. 156 | 1. Student(s) Lecture Chapter 5 & 6  
2. Homework  
3. Continue blogging  
4. Read Chapters 7 & 8 |
| Week 6 | 3. Chapter 7 Negative Messages, Pg. 192  
4. Chapter 8 Persuasive Message, Pg. 226 | 1. Student(s) Lecture Chapter 7 & 8  
2. Homework |
| Week 7 | 1. Review for Exam #2 (Chapters 4 – 8) | 1. Review for Exam #2 – Take home test & found in Week 4 in our online classroom  
2. Complete/Submit Exam #2 by the start of class in Week 5. Submit via Week 8 Online Classroom.  
3. Read Chapters 9 & 10 |
| Week 8 | Unit 4 – Business Reports  
1. Chapter 9 Informal Reports, Pg. 264  
2. Chapter 10 Proposals and Formal Reports, Pg. 299 | 1. Student(s) Lecture Chapters 9 & 10  
2. Homework  
3. Continue blogging  
4. Read Chapters 11 - 12 |
| Week 9 | Unit 5 – Professionalism, Teamwork, Meetings, and Speaking Skills  
1. Chapter 11 Professionalism at Work: Business | 1. Lecture Chapters 11 – 12  
2. Homework  
3. Continue blogging |
| Week 10 | 1. Review for Exam #3 (Chapters 9 – 12) | 1. Review for Exam #3 – Take home test & found in Week 10 in our online classroom  
2. Complete/Submit Exam #3 by the start of class in Week 5. Submit via Week 11 Online Classroom.  
3. Read Chapters 13 & 14 |
|---|---|---|
| Week 11 | Unit 6 – Employment Comm. | 1. Student(s) Lecture Chapters 13 – 14  
2. Homework  
3. Continue blogging |
| Week 12 | 1. Review for Exam #4 (Chapters 13 – 14) | 1. Continue blogging |
| Week 13 | Work on Presentations | 1. Continue blogging  
2. Work on Class Presentation Project |
| Week 14 | Work on Presentations | 1. Continue blogging  
2. Work on Class Presentation Project |
| Week 15 | Class Presentations | 1. Submit Blog Record – Copy & Paste all entries into one Word document.  
2. Begin with Class Presentations |
| Week 16 | Class Presentations | 1. Finish Class Presentations |

### VII. Suggested Course Evaluation:

- Participation & Engagement 50 points
- Chapter Overviews 50 points
- Unit Exams (4) 400 points
- Written Assignments 100 points
- Group Research Project 100 points
- Attendance 100 points
- Blog 100 points
- Resume/Cover Letter 100 points

**Total:** 1000 points
VIII. Bibliography

This course is intended to blend the academic study of business and relate it to what is currently happening in the dynamic world of business. It is recommended that the instructor follow current business events and use these examples to relate it to theories presented in the text. Recommended sources include: The Wall Street Journal, ABC, CBS, NBC, Fox, Detroit Free Press, Detroit News and local business reports that will provide current relevant information about the business environment.

Syllabus Prepared By:

Jeffrey A. Gotaas

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