

## U216-354: Business Communication

**Course Format:** Online

**Course Author / Facilitator:** Jill Halverson, MBA, CMA, CSCA

**Course credits:** 3

### Prerequisites:

One college-level composition course.

**Course Description:** Study and practice of the techniques of achieving clarity, brevity and effectiveness in business communication. Planning, preparation, critiquing of business letters, memoranda, short and long reports, resumes, manuals of procedure, and oral reports.

The ability to communicate effectively is the most important skill you can develop. How well you inform, influence, and persuade others determines the progress you make in your career and the quality of your personal relationships. Effective communication is essential to the success of businesses and individuals. This course will focus on the fundamentals of business communication through an examination of such topics as business letters, memorandums and e-mail, employment correspondence, listening skills and business reports.

### Required Course Materials:

- Guffey, Mary Ellen and Dana Loewy. *Business Communication: Process & Product*. 9<sup>th</sup> edition. South-Western Cengage Learning. ISBN: 978-1-305-95796-1
  - Note that the book (e-textbook or hard copy textbook) is required; however, an access code is not required.

### Technology Requirements:

You will need:

- The ability to access the internet and this course online
- You will need a webcam, speakers and a microphone because you will complete assignments and an exam through an online proctor which require the use of technology
- Speakers or headphones for your computer in order to listen to course materials
- Capability to view YouTube/streaming videos

### Course Learning Objectives

After completing this course, the student will be able to:

- a. Analyze and assess business communication situations.
- b. Adapt communication strategies to the context, audience, and purpose of a business situation.
- c. Write clearly for varying target audiences, purposes, and business contexts.

- d. Organize, design, and write effective business texts and data displays.
- e. Use effective processes and strategies for planning, writing, revising, and editing business texts.

### Course Overview

UNIT / LESSON	TOPIC	EVALUATED ACTIVITIES
Unit 1	Foundations of Communication	
Lesson 1	Communication and Professionalism	Assignment: Getting to Know You Exercise Assignment: Comma Exercise
Lesson 2	Intercultural Communication and Introduction to Reports	Assignment: Informational Country Report - Draft Assignment: Informational Country Report - Final Quiz: Unit 1
Unit 2	The Writing Process	
Lesson 3	Introduction to the Writing Process and Pre-Writing Business Messages	Assignment: Colons and Semicolons Exercise Assignment: Prewriting Exercise
Lesson 4	Writing Business Messages	Assignment: Sentence Fragments & Parallelism Exercise Assignment: Drafting Exercise
Lesson 5	Revising Business Messages	Assignment: Positivity and Conciseness Exercise Assignment: Revising Exercise Final Quiz: Unit 2
Unit 3	Business Correspondence	
Lesson 6	Positive and Routine Messages	Assignment: Adjustment Letter - Draft Assignment: Adjust Letter - Final
Lesson 7	Negative Messages	Assignment: Hyphenation Exercise Assignment: Memo - Draft Assignment: Memo - Final
Lesson 8	Persuasive Messages	Assignment: Sales Letter - Draft Assignment: Sales Letter - Final
Lesson 9	Sales Proposals	Assignment: Sales Proposal - Draft Quiz: Unit 3
Unit 4	Report and Presentations	
Lesson 10	Business Reports	Assignment: Capitalization and Number Usage Exercise Assignment: Conclusions & Recommendations Exercise

		Assignment: Developing a Table Exercise
Lesson 11	Presentations	Assignment: Sales Proposal Presentation Quiz: Unit 4
Unit 5	Job Application Materials	
Lesson 12	Preparing to Enter the Job Market	Assignment: LinkedIn Profile Assignment: Networking Exercise Assignment: Apostrophes Exercise
Lesson 13	Resumes and Cover Letters	Assignment: Pre-writing Self-Assessment Exercise Assignment: Resume Evaluation Exercise Assignment: Job Application Draft Assignment: Job Application Final
Lesson 14	Getting the Interview and Beyond	Assignment: Thank you Letter Quiz: Unit 5 Final Exam

### Evaluation Methods

Your final grade will be based on your performance on the following:

- 1) Writing Assignments (56%)
- 2) Short Exercises (14%)
- 3) Quizzes (15%) 75
- 4) Final Exam (15%)

#### *Writing Assignments (56%, 285 points)*

Various writing assignments, including letters, memos, emails proposals, presentations, and reports, will be assigned throughout the course and will be assessed based on rubrics. Point values vary based on the exercise.

#### *Short Exercises (14%, 70 points)*

Several short exercises will be assigned throughout the course that will help you prepare for writing the larger assignment specified above. Each will be worth five points.

#### *Quizzes (15%, 75 points)*

A unit-level quiz will be administered at the end of each unit. Each will contain 15 questions. You will have one attempt to complete the quiz, and you will have 30 minutes to complete the quiz. You may use your notes and/or textbook; however, you are trusted to do this on your own. Quizzes are not proctored.

#### *Final Exam (15%, 75 points)*

See below.

**Exam Method: Online with Proctoring for Final Exam**

This course requires all students to complete the final exam online with a proctoring service. Students receive one attempt, and the exam must be completed within 90 minutes. It includes multiple choice (50 questions each worth one point), short answer (20 points total) and proofreading/writing improvement exercises (5 points).

**Grading Scale**

The following grading scale is used to evaluate all course requirements and determine your final grade:

A = 93–100	B = 83–87.9	C = 70–77.9	D = 60–69.9
AB = 88–92.9	BC = 78–82.9		F = Below 60

***Pass/Fail Option***

Students who enroll in an Independent Learning (IL) course under the pass/fail option will receive a final grade of S in place of a final grade equivalent to an A, AB, B, BC, or C and a final grade of U in place of a final grade equivalent to a D or F.