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, memorands and e-mail, employment correspondence, listening skills and business reports.

Required Course Materials:

  - 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

<table>
<thead>
<tr>
<th>UNIT / LESSON</th>
<th>TOPIC</th>
<th>EVALUATED ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit 1</td>
<td>Foundations of Communication</td>
<td></td>
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</tbody>
</table>
| 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 |

Effective Date 11/1/2019
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 points
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:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93–100</td>
</tr>
<tr>
<td>AB</td>
<td>88–92.9</td>
</tr>
<tr>
<td>B</td>
<td>83–87.9</td>
</tr>
<tr>
<td>BC</td>
<td>78–82.9</td>
</tr>
<tr>
<td>C</td>
<td>70–77.9</td>
</tr>
<tr>
<td>D</td>
<td>60–69.9</td>
</tr>
<tr>
<td>F</td>
<td>Below 60</td>
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</tbody>
</table>

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.