



## U216-354\_2023: Business Communication

**Course Format:** Online

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**Course credits:** 3

**Course Level:** Intermediate

**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 correspondence, short and long reports, resumes, and presentations. 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, short presentations, and business reports.

### Required Course Materials

- Guffey, Mary Ellen, and Dana Loewy. Business Communication: Process & Product. 10<sup>th</sup> edition. Cengage Learning. 2022. Ebook ISBN-13: 9780357709405. Hardcover ISBN-13: 9780357129234.
  - If you have other college courses and are currently subscribed to Cengage Unlimited, you can add this book to your bookshelf electronically at no additional cost.
  - Ebook is recommended due to cost. A used textbook is acceptable as well.
- GoReact: You will use a tool called GoReact to complete several activities that replicate real-world business scenarios. You can purchase access for GoReact directly through Canvas.

### Optional/Recommended Course Materials

- Additional readings and materials as indicated in some lessons.

### Hardware Requirements

Students will need the following:

- The ability to access the internet and this course online.
- A webcam, speakers, and a microphone to complete presentation 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

### Artificial Intelligence (AI) Statement: Restricted Use

I recognize that there are a variety of Artificial Intelligence (AI) programs available to assist you in your assignments. AI programs are not a replacement for human creativity, originality, nor critical thinking. These are skills that you must develop over time to develop your own learning. Especially since this is a business communication course, focusing on writing, it is expected that you will **do your own writing** in the course.



The use of AI tools is **permitted** in this course to do the following:

- Brainstorm and refine your ideas.
- Fine-tune your research question(s).
- Find information on your topic. (However, keep in mind this information may not be accurate. Be sure to validate any sources used.)

The use of AI tools is **not permitted** in this course to do the following:

- Complete quizzes, activities, or exams.
- Write a draft of a writing assignment.
- Write entire sentences, paragraphs, or papers to complete class assignments.
- Check grammar and style nor revise your writing. While you may use tools to help you understand a topic related to writing mechanics or style, you should make revisions yourself.
- Translate your text from one language to another. Language translators are not allowed on quizzes, exams, nor writing assignments.

**Course Learning Objectives**

1. Analyze and assess business communication situations.
2. Adapt communication strategies to the context, audience, and purpose of a situation.
3. Write clearly for varying target audiences, purposes, and business contexts.
4. Organize, design, and write effective business documents and data displays.
5. Use effective processes and strategies for planning, writing, revising, and editing business documents.
6. Apply business communication methods and plans that are needed to succeed in diverse business settings.

**Course Overview**

Module	Topic	Evaluated Activities
Prologue   Lesson 1	Communication and Professionalism	Introductions Survey Challenge Exercise: Commas Case Study: Your First Impression Team Meeting Introduction & Reflection
Unit 1   Lesson 2	Prewriting Business Messages	Case Study: The Code of Conduct Prewriting
Unit 1   Lesson 3	Writing Business Messages	Challenge Exercise: Colons and Semicolons Case Study: Drafting Your Communication Draft Your Message
Unit 1   Lesson 4	Revising Business Messages	Challenge Exercise: Sentence Fragments and Parallelism Case Study: Revising Your Communication Revise Your Message Unit 1 Quiz
Unit 2   Lesson 5	Positive and Routine Messages	Challenge Exercise: Positivity and Conciseness Case Study: Responding to a Complaint Adjustment Letter
Unit 2   Lesson 6	Negative Messages	Challenge Exercise: Hyphenation Case Study: New Mandatory Training Negative Message (Email) Unit 2 Quiz
Unit 3   Lesson 7	Intercultural Communication	Challenge Exercise: APA Citations Case Study: New International Markets Informational Country Report



Unit 3   Lesson 8	Business Reports	Case Study: Share Your Findings Conclusions and Recommendations Prize Data Table Unit 3 Quiz
Unit 4   Lesson 9	Persuasive Messages	Case Study: Persuading Dr. Smiles Sales Letter
Unit 4   Lesson 10	Sales Proposals	Challenge Exercise: Capitalization and Number Usage Case Study: Preparing a Sales Proposals Sales Proposal
Unit 4   Lesson 11	Sales Presentations	Case Study: A Sales Presentation to Dr. Smiles Sales Presentation Unit 4 Quiz
Unit 5   Lesson 12	Preparing to Enter the Job Market	Case Study: A Farewell to JHT Elevator Pitch Networking Event LinkedIn Profile
Unit 5   Lesson 13	Resumes and Cover Letters	Case Study: Your Job Application Materials Challenge Exercise: Resume Evaluation Exercise Self-Evaluation Prewriting Exercise Job Application Portfolio
Unit 5   Lesson 14	Getting the Interview and Beyond	Case Study: A Job Interview Mock Interview Interview Reflection Thank You Letter Unit 5 Quiz
		Final Exam

### Evaluation Methods

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

1. Writing Assignments (50%)
2. Challenge Exercises (5%)
3. Case Study Activities (5%)
4. Experiential Learning (10%)
5. Quizzes (10%)
6. Final Exam (20%)

#### *Writing Assignments (50%)*

Students will complete a variety of business-related writing assignments, including letters, emails, short reports, proposals, and job-application correspondence.

#### *Challenge Exercises (5%)*

A number of challenge exercises will help students practice their proficiency in writing mechanics, helping to improve credibility in their writing. These low-stakes exercises will be preceded by mini lessons on each topic.

#### *Case Study Activities (5%)*

After watching brief video segments, students will answer multiple choice questions to demonstrate their comprehension of the material. Students have multiple attempts to earn full points.

#### *Experiential Learning (10%)*



Students will be given the opportunity to virtually experience a number of activities where they will be provided with prompts to react to. Examples include a team meeting, an elevator pitch, and a mock interview. Students will further be asked to reflect on these activities. Students will also complete a sales presentation. In addition, students are expected to attend a networking event, provide documentation, and reflect on that experience.

**Quizzes (10%)**

Five quizzes will be administered at the end of each unit. Number of questions will vary based on the number of chapters covered, and quizzes will be timed accordingly.

**Final Exam (20%)**

See below.

**Exam Method: Online with Proctoring**

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.