

Moberly Area Community College Common Syllabus

BUS 150 Business Communication Current Term

Instructor:

Office number:

Office hours:

Response Time: I typically respond to student email within 24 hours, Monday through Friday.

Contact information:

Classroom number:

Section number(s):

Class Days and Times:

Catalog Description: BUS150 Business Communication (3-0-3)

This course is designed to give students a comprehensive view of communication, its scope and importance in business, and its role in today's workplace. Topics to be covered include organizational and workplace communication, ethical communication strategies, listening and nonverbal skills, intercultural communication, uses of digital media in the communication process and successfully developing positive, negative and persuasive writing techniques. Written, oral and interpersonal skills for communication in the business world will be emphasized as well as delivering an effective oral presentation.

Prerequisite: Eligible placement score.

Text(s): Guffey, *Business Communication: Process and Product*. 10th Edition. Cengage.
The text is an ebook included in your course resource fee.

Other Required Materials:

Purpose of Course:

The purpose of the course is to teach students the fundamental concepts of Business Communication and further develop grammar, punctuation and writing skills. Developing excellent communication skills is extremely important to your career success, whether you are already working or are about to enter today's workplace. Surveys of employers show that communication skills are critical to effective job placement performance, career advancement, and organizational success. Employers often rank communication skills among the most-requested competencies. Communication skills include writing, reading, listening, nonverbal, and speaking skills. Writing skills are more important than ever because technology enables us to transmit messages more rapidly, more often, and to greater numbers of people than ever before.

The most successful players in the new world of work will be those with highly developed communication skills. The lectures, discussions, assignments, and exercises in this course are designed to improve your practical business communication skills.

Course Objectives (CO):

This introductory course is designed to help a student develop and refine written and oral skills necessary to communicate effectively in a business environment. This will be accomplished through the planning, composing, and evaluating of written communication, and an oral presentation. Current theories of communication, perception and semantics will be used. Teaching/learning methods will include reading, close analysis of business and professional documents, in-class writing and oral exercises, presentations, formal writing assignments, and examinations. Through class sessions and out-of-class work, a student should expect to be able to do the following after successful completion of this course:

1. Develop or improve your ability to use clear, concise, and grammatically correct language as you employ appropriate formats in writing e-mail messages, memos, and business letters.
2. Apply specific reasoned, practical and ethical business communication principles to composing and delivering typical business and professional messages.
3. Develop or improve your ability to listen; contribute to team performance; use collaborative technologies; understand and employ nonverbal skills to advance your career; work in diverse environments, and to gain a competitive edge with professionalism and business etiquette skills.
4. Practice business communication skills by completing concentrated writing assignments.
5. Develop or improve your ability to select, organize, and effectively deliver information in a businesslike manner with appropriate language, articulation, nonverbal communication, and visual supporting materials.

Course Content:

- Unit 1
 - Chapter 1: Effective and Ethical Communication at Work
 - Chapter 2: Professionalism: Team Meeting, Listening, Nonverbal, and Etiquette Skills
 - Chapter 3: Intercultural Communication
- Unit 2
 - Chapter 4: Planning Business Messages
 - Chapter 5: Organizing and Writing Business Messages
 - Chapter 6: Revising Business Messages
- Unit 3
 - Chapter 7: Electronic Messages and Digital Media
 - Chapter 8: Positive Messages
 - Chapter 9: Negative Messages
 - Chapter 10: Persuasive and Sales Messages
- Unit 4
 - Chapter 14: Business Presentations

Statement to Connect Course with Institutional Student Level Outcomes:

In compliance with MACC’s Institutional Student Level Outcomes, the student who successfully completes this course will be able to meet the following institutional learning outcomes:

- **Communication:** Students will demonstrate the ability to communicate effectively through oral, written, or digital channels using the English language or quantitative or other symbolic systems. Students should be able to write and speak with thoughtfulness, clarity, coherence, and persuasiveness; read and listen critically; and select channels appropriate to the audience and message.

Business Administration Program Assessment:

The Business Administration faculty continually strives to meet the needs of their students through program improvements. These improvements are a result of program assessments and the consultation and advisement of the Business Administration Advisory Committee. In addition to the course assessments outlined in this syllabus, the objectives achieved in this course will also be an integral part of the Business Administration program assessment.

EVALUATION OF STUDENT LEARNING

Grade Scale:

- A = 90-100%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F = 59 and below

Evaluation:

(State the way learning objectives will be measured. They may be measured through, but not limited to, the following: objective and essay questions, papers, quizzes, oral presentations, class participation, small group work, and/or projects.)

Description of Major Assignment(s)/Project(s):

Per instructor

INSTRUCTOR POLICIES

Tardiness:

Per instructor’s policy

Make-up and late work:

Per instructor’s policy

Extra-credit work:

Per instructor’s policy

Schedule of Student Assignments/Activities:

(Instructors will identify a Student Assignment/Activities schedule. Instructors have the prerogative to construct the schedule by class periods, weeks, or an overview of topics to be covered.)

Other:

List any other instructor policies

COLLEGEWIDE POLICIES:

All faculty and students need to be aware of collegewide policies and procedures. Statements on Academic Dishonesty, ADA, Attendance, Title IX, and other important collegewide policies can be accessed by clicking on the following: [Collegewide Policies in Student Resources](#).