1. **COURSE TITLE\*: Business Communications**
2. **CATALOG – PREFIX/COURSE NUMBER/COURSE SECTION\*:** BADM 2272
3. **PREREQUISITE(S)\*: None COREQUISITE(S)\*: None**
4. **COURSE TIME/LOCATION/MODALITY: (*Course Syllabus – Individual Instructor Specific*)**
5. **CREDIT HOURS\*: 3 LECTURE HOURS\*: 3**

**LABORATORY HOURS\*: 0 OBSERVATION HOURS\*: 0**

1. **FACULTY CONTACT INFORMATION: *(Course Syllabus – Individual Instructor Specific)***
2. **COURSE DESCRIPTION\*:**

A practical introduction to interpersonal communication as it applies to the modern workplace. Students will create a variety of business documents and communications using current, industry relevant technology. Special emphasis will be placed upon strategies for communicating in a team setting.

This course will assist students in developing the written, oral, and collaborative skills necessary for future business courses, internships, and professional positions.

1. **LEARNING OUTCOMES\*:**

At the completion of this course, the student will:

1). Describe the interpersonal communication process and strategies for overcoming barriers to effective communication

2). Identify and model the principles of effective virtual team communication

3). Demonstrate the basic strategies for handling difficult conversations

4). Develop and refine business ideas using a planning process  
  
5). Identify the goals of effective business messages and demonstrate the process for creating them

6). Apply principles of effective electronic communications as they relate to e-mail, texting, and phone/videoconferencing

7). Build a credible professional online reputation

8). Demonstrate the use of blogs, wikis, forums, and other social tools for effective communication within, and external to, the organization  
  
9). Compose effective “bad-news” messages in person and in writing for various audiences

10). Demonstrate principles of effective design for surveys

11). Demonstrate principles of effective design for charts and tables

12). Deliver presentations with authenticity, confidence, and influence

13). Apply the SOFTEN model of nonverbal communication for presentations

14). Demonstrate effective pre-employment communication through the creation of cover letters and resumes

1. **ADOPTED TEXT(S)\*:**

***MindTap for Business Communication: Process & Product***

10th Edition (or latest version)

Guffey/Loewy

Cengage Publishing

ISBN: 978-0-357-70000-6 Cengage Unlimited Inclusive Access eBook with MindTap

ISBN for students who do NOT want Inclusive Access: 9780357533406

1. **OTHER REQUIRED MATERIALS: (SEE APPENDIX C FOR TECHNOLOGY REQUEST FORM.)\*\***

* Students will be required to acquire and maintain a LinkedIn profile
* Word Processing & Presentation Software (Office 2013 or higher)
* Cengage Mindtap Learning Management System (Bundled with Text or Cengage Unlimited)

1. **GRADING SCALE\*\*\*:**

Grading will follow the policy in the catalog. The scale is as follows:

A: 90 – 100

B: 80 – 89

C: 70 – 79

D: 60 – 69

F: 0 – 59

1. **GRADING PROCEDURES OR ASSESSMENTS: (*Course Syllabus – Individual Instructor Specific)***

Knowledge of content will be evaluated by exams, quizzes, assignments, and work projects per instructor.

|  |  |
| --- | --- |
| *Category* | *% of Grade* |
| Mid-term Exam | 25% |
| Final Exam | 25% |
| Applied Communication Projects | 40% |
| Attendance & Participation | 10% |
| Total | 100% |

1. **COURSE METHODOLOGY: *(Course Syllabus – Individual Instructor Specific)***

Classes will consist of lectures, class discussions, simulations, projects, videos, outside assignments and supplemental materials. Class discussion, for both online and face-to-face formats, is encouraged and staying current on reading assignments necessary to be able to actively participate in class discussions.

1. **COURSE OUTLINE: *(Course Syllabus – Individual Instructor Specific)***

|  |  |  |
| --- | --- | --- |
| **Week** | **Topics** | **LOs** |
| **1** | Chapter 1 – Business Communication in the Digital Age | 1 |
| **2** | Chapter 2 – Professionalism: Team, Meeting, Etiquette Skills | 1, 2, 3 |
| **3** | Chapter 3 – Intercultural Communication | 1 |
| **4** | Chapter 4 – Planning Business Messages | 4, 5 |
| **5** | Chapter 5 – Organizing and Writing Business Messages | 4, 5 |
| **6** | Chapter 6 – Revising Business Messages | 4, 5 |
| **7** | Appendix D – Grammar and Mechanics  **Exam #1 (Chapters 1 – 6 & Appendix D)** | 1 - 5 |
| **8** | Chapter 7 – Electronic Messages and Digital Media  Chapter 8 – Positive Messages | 5, 6, 8 |
| **9** | Chapter 9 – Negative Messages  Chapter 10 – Persuasive Messages | 5, 6, 9 |
| **10** | Chapter 11 – Report Writing Basics | 5 |
| **11** | Chapter 12 – Informal Business Reports | 5 |
| **12** | Chapter 13 – Proposals and Formal Business Reports | 10, 11 |
| **13** | Chapter 14 – Business Presentations | 12, 13 |
| **14** | **Exam #2 (Chapters 7 – 14)**  Chapter 15 - Resumes & Cover Letters in the Digital Age | 5, 6, 9-13 7, 14 |
| **15** | Chapter 16 – Interviewing and Following Up | 14 |
| **16** | **Final Projects** | 12, 14 |

1. **SPECIFIC MANAGEMENT REQUIREMENTS\*\*\*:**

**Student’s Responsibility**: Read the Textbook, Read the Chapter Learning Objectives, Read the Chapter Summary, Attend Class, Be prepared to participate in class, Display Sincere Adult Behavior, Complete the Project and EXAMS by the Due Dates, Practice academic integrity at all times by avoiding plagiarism and pirated answer keys.

**Instructor’s Responsibility:** It is the responsibility of the instructor to enhance and expand the meaning and application of the subject matter covered in the course. The instructor will provide grades in a timely manner and make arrangements to be available for assistance as needed.

1. **FERPA\*:** Students need to understand that their work may be seen by others. Others may see your work when being distributed, during group project work, or if it is chosen for demonstration purposes. Students also need to know that there is a strong possibility that your work may be submitted to other entities for the purpose of plagiarism checks.
2. **ACCOMMODATIONS: \***

Students requesting accommodations may contact Ryan Hall, Accessibility Coordinator at rhall21@sscc.edu or 937-393-3431, X 2604.

Students seeking a religious accommodation for absences permitted under Ohio’s Testing Your Faith Act must provide the instructor and the Academic Affairs office with written notice of the specific dates for which the student requires an accommodation and must do so no later than fourteen (14) days after the first day of instruction or fourteen (14) days before the dates of absence, whichever comes first. For more information about Religious Accommodations, contact Ryan Hall, Accessibility Coordinator at [rhall21@sscc.edu](mailto:rhall21@sscc.edu) or 937-393-3431 X 2604.

1. **OTHER INFORMATION\*\*\*:**

**SYLLABUS TEMPLATE KEY**

**\*** Item cannot be altered from that which is included in the master syllabus approved by the Curriculum Committee.

**\*\*** Any alteration or addition must be approved by the Curriculum Committee

**\*\*\*** Item should begin with language as approved in the master syllabus but may be added to at the discretion of the faculty member.