JEFFERSON COLLEGE
COURSE SYLLABUS

BUS261
BUSINESS COMMUNICATIONS
3 Credit Hours

Prepared by:
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Career and Technical Education
Elizabeth Check, Dean
Mary Beth Ottinger, Division Chair
**BUS261 BUSINESS COMMUNICATIONS**

I. **CATALOGUE DESCRIPTION**

A. Prerequisite: ENG101 or ENG117

B. 3 Semester Hours Credit.

C. Business Communications examines effective communication skills in business. It includes grammar usage in memos, letters, press releases, business reports, and employment writing.

II. **EXPECTED LEARNING OUTCOMES / CORRESPONDING ASSESSMENT MEASURES**

<table>
<thead>
<tr>
<th>Students will be able to present effective ways to communicate in business.</th>
<th>In-class exercises, quizzes, worksheets, tests, and writings on which students demonstrate their understanding of ways to communicate in business.</th>
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</thead>
<tbody>
<tr>
<td>Students will be able to enhance their grammar skills and communication abilities.</td>
<td>In-class exercises on which students demonstrate their ability to improve their grammar skills and communication abilities.</td>
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<tr>
<td>Students will be able to identify the difference between good and bad communication skills.</td>
<td>In-class discussions and exercises on which students demonstrate their ability to recognize the difference between good and bad communication skills.</td>
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<tr>
<td>Students will be able to identify and work with communication barriers, diversity, and possible legal and ethical issues with technology.</td>
<td>In-class exercises, tests, and projects on which students demonstrate their understanding of communication barriers, diversity, and possible legal and ethical issues with technology.</td>
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<tr>
<td>Students will be able to write positive and neutral messages electronically.</td>
<td>In-class exercises and tests on which students demonstrate their ability to write positive and neutral messages electronically.</td>
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<tr>
<td>Students will be able to write goodwill, negative, and persuasive messages.</td>
<td>In-class exercises, and tests on which students will demonstrate their ability to write goodwill, negative, and persuasive messages.</td>
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<tr>
<td>Students will be able to write a research report.</td>
<td>In-class exercises, and report on which students demonstrate their research writing ability.</td>
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<tr>
<td>Students will be able to use visual aids and make a presentation.</td>
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III. COURSE OUTLINE WITH UNIT OBJECTIVES

LAYING COMMUNICATION FOUNDATIONS

A. Building Your Career Success with Communication Skills
   1. The Importance of Communication Skills to Your Career
   2. Examining the Communication Process
   3. Developing Better Listening Skills
   4. Improving Your Nonverbal Communication Skills
   5. Understanding How Culture Affects Communication
   6. Capitalizing on Workforce Diversity

THE WRITING PROCESS

B. Creating Business Messages
   1. The Basics of Business Writing
   2. The Writing Process for Business Messages and Oral Presentations
   3. Analyzing the Purpose and the Audience
   4. Anticipating the Audience
   5. Adapting to the Task and Audience
   6. Technology improves Your Business Writing

C. Improving Writing Techniques
   1. Researching to Collect Needed Information
   2. Organizing to Show Relationships
   3. Writing Effective Sentences
   4. Improving Writing Techniques
   5. Striving for Paragraph coherence
   6. Composing the First Draft

D. Revising and Proofreading Business Messages
   1. Understanding the Process of Revision
   2. Concise Wording
   3. Understanding the Process of Proofreading

E. E-Mail and Memorandums
   1. Applying the Writing Process to Produce Effective E-Mail Messages and Memos
   2. Analyzing the Structure and Format of E-Mail Messages and Memos
   3. Using E-Mail Smartly and Safely
   4. Writing Information and Procedure E-Mail Messages and Memos
   5. Writing Request and Reply E-Mail Messages
F. Direct Letters and Goodwill Messages
   1. Writing Effective Direct Business Letters
   2. Direct Requests for Information and Action
   3. Direct Claims
   4. Replies to Information Requests
   5. Adjustment Letters
   6. Letters of Recommendation
   7. Writing Winning Goodwill Messages

G. Persuasive Messages
   1. Persuasive Requests
   2. Crafting Winning Sales Letters

H. Negative Messages
   1. Strategies for Delivering Bad News
   2. Techniques for Delivering Bad News
   3. Refusing Routine Requests and Claims
   4. Breaking Bad News to Customers
   5. Ethics and the Indirect Strategy

I. Informal Reports
   1. Understanding Report Basics
   2. Guidelines for Developing Informal Reports
   3. Six Kinds of Informal Reports
   4. Information Reports
   5. Progress Reports
   6. Justification Recommendation Reports
   7. Feasibility Reports
   8. Minutes of Meetings
   9. Summaries

J. Proposals and Formal Reports
   1. Understanding Business Proposals
   2. Informal Proposals
   3. Formal Proposals
   4. Preparing to Write Formal Reports
   5. Researching Secondary Data
   6. Generating Primary Data
   7. Documenting Data
   8. Organizing and Outlining Data
   9. Illustrating Data
  10. Presenting the Final Report
K. Communicating in Person, in Meetings, by Telephone, and Digitally
   1. Improving Face-to-Face
   2. Planning and Participating in Productive Business and Professional Meetings
   3. Improving Telephone, Cell Phone, and Voice Mail Skills
   4. Other Digital Communication Tools in the Workplace

L. Making Effective and Professional Oral Presentations
   1. Getting Ready for an Oral Presentation
   2. Organizing Content for a Powerful Impact
   3. How the Best Speakers Build Audience Rapport
   4. Planning Visual Aids
   5. Designing and Impressive Multimedia Presentation
   6. Polishing Your Delivery and Following Up
   7. Adapting to International and Cross-Cultural Audiences

M. The Job Search, Resumes, and Cover Letters
   1. Preparing for Employment
   2. The Persuasive Resume
   3. Optimizing Your Resume for Today’s Technologies
   4. Applying the Final Touches to Your Resume
   5. The Persuasive Cover Letter

N. Employment Interviewing and Follow-Up Messages
   1. Types of Employment Interviews
   2. Before the Interview
   3. On the Day of Your Interview
   4. During the Interview
   5. Closing the Interview

IV. METHOD(S) OF INSTRUCTION

A. Lecture

B. Class Discussion, In-class Exercises

C. Textbook

D. Weekly writings

E. Power Point
V. REQUIRED TEXTBOOK(S)


VI. REQUIRED MATERIALS (STUDENT)

Flash Drive

VII. SUPPLEMENTAL REFERENCES

Pocket Dictionary

VIII. METHOD OF EVALUATION (BASIS FOR DETERMINING GRADE)

A. Attendance

B. Closed-Book, In-Class, Chapter Tests (after every three chapters)

C. Weekly, In Class, Closed Book Writing

D. Written, In Class, Grammar Tests on Handouts (Three)

IX. ADA AA STATEMENT

Any student requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services (Library phone 636-481-3169).

X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the Student Handbook (see College website, http://www.jeffco.edu/).

XI. ATTENDANCE STATEMENT

Students earn their financial aid by regularly attending and actively participating in their coursework. If a student does not actively participate, he/she may have to return financial aid funds. Consult the College Catalog or a Student Financial Services representative for more details. Student’s grade will also be based on participation in class and attendance.
XII. OUTSIDE OF CLASS ACADEMICALLY RELATED ACTIVITIES

The U.S. Department of Education mandates that students be made aware of expectations regarding coursework to be completed outside the classroom. Students are expected to spend substantial time outside of class meetings engaging in academically related activities such as reading, studying, and completing assignments. Specifically, time spent on academically related activities outside of class combined with time spent in class meetings is expected to be a minimum of 37.5 hours over the duration of the term for each credit hour.