

**Tompkins Cortland Community College**  
**Master Course Syllabus**

**Course Discipline and Number: BUAD 203**

**Year: 2022-2023**

**Course Title: Business Communications**

**Credit Hours: 3**

**Attendance Policy:** *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

**Services for Students with Disabilities:** *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

### **Course Description**

Introduces fundamental concepts and techniques of effective communications in business with emphasis on writing business letters, memoranda, and reports. Consideration is given to collecting data and organizing materials for the presentation of a business report. The importance of the psychological approach to modern business communications is stressed. Prerequisites: ENGL 100; RDNG 116 if required by placement testing. 3 Cr. (3 Lec.) Fall and spring semesters.

### **Course Context/Audience**

BUAD 203 is a required course in the many degree programs and can be used as an unrestricted or BUAD elective in many others.

### **Basic Skills/Entry Level Expectations**

**Writing:** WC College level writing skills are required. See course co-requisites or pre-requisites.

**Math:** M0 Course requires very little or no math.

**Reading:** R4 Before taking this course, students must satisfactorily complete RDNG 116 or have assessment indicating that no reading course was required.

### **Course Goals**

Upon successful completion of this course, the student should be able to:

- Describe the process of communication and discuss the barriers to interpersonal communication and means of overcoming those barriers.
- Describe team development, team and group roles, methods for dealing with conflict and methods for reaching group decisions.
- Identify the characteristics of successful teams including an emphasis on workplace etiquette.
- Plan and participate in productive meetings.
- Describe collaboration technologies used to facilitate meetings and make decisions.
- Discuss the listening process and its barriers.
- Define nonverbal communications and the different forms of this communication.
- Explain the effects of ethnocentrism, tolerance, and patience in achieving intercultural proficiency.
- Illustrate how to improve the written message in intercultural environments.
- Identify three basics of business writing.

- Specify how to organize data into lists and alphanumeric or decimal outlines.
- Compare direct and indirect patterns for organizing ideas.
- Define a paragraph.
- Recognize proofreading problem areas and be able to list techniques for proofreading both routine and complex documents.
- Describe smart-e-mail practices, including content, tone, and correctness; etiquette; reading and replying to e-mail.
- Analyze the structure of a good business letter (including direct, claim, request, adjustment, and recommendation letters).
- Write successful persuasive messages.
- Explain techniques for delivering bad news sensitively.
- Demonstrate an understanding of where to find and how to use print and electronic sources of primary and secondary data.
- Organize report data logically.
- Prepare typical informational and analytical reports.
- Identify formal report components.
- Demonstrate specific delivery techniques for use before, during, and after a presentation.
- Compare and contrast chronological, functional, and combination resumes.
- Write a persuasive cover letter.

### Course Objectives/Topics

| Objective/Topic                | # Hours  |
|--------------------------------|----------|
| Communication Foundations      | 15 Hours |
| Business Writing Process       | 4 Hours  |
| Business Correspondence        | 18 Hours |
| Business Reports and Proposals | 4 Hours  |
| Presentations                  | 4 Hours  |

### General Education Goals - Critical Thinking & Social/Global Awareness

| CRITICAL THINKING OUTCOMES   | HOW DOES THE COURSE ADDRESS THE OUTCOMES<br>(Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)   |
|--|--|
| <p>Students will be able to</p> <ul style="list-style-type: none"> <li>➤ develop meaningful questions to address problems or issues</li> <li>➤ gather, interpret, and evaluate relevant sources of information</li> <li>➤ reach informed conclusions and solutions</li> <li>➤ consider analytically the viewpoints of self and others</li> </ul> | <p>The student will prepare a report topic for a research paper.</p> <p>The student must prepare and submit a research report on a pertinent/current business topic that is supplied by the professor.</p> <p>Discussion questions that are posted as either in-class or on-line assignments. Class lectures, discussions, and student presentations support these topics.</p> |

| <b>SOCIAL/GLOBAL AWARENESS OUTCOMES</b>   | <b>HOW DOES THE COURSE ADDRESS THE OUTCOMES</b><br>(Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)    |
|---|--|
| <ul style="list-style-type: none"> <li>➤ Students will begin to understand how their lives are shaped by the complex world in which they live.</li> <li>➤ Students will understand that their actions have social, economic and environmental consequences</li> </ul> | <p>Chapters 1-4 deal with communicating across cultures and multicultural differences in business environments. Writing business correspondence of e-mail messages, positive, persuasive, and negative messages/letters.</p> |

**Instructional Methods**

Appropriate instructional methods for this course are on-line or classroom presentations, videos, lectures, group discussions, guest speakers, case studies and a research project.

**Methods of Assessment/Evaluation**

| <b>Method</b>                         | <b>% Course Grade</b> |
|---------------------------------------|-----------------------|
| Written Assignments                   | 40%                   |
| Formal business report                | 25%                   |
| Classroom discussion/attendance/exams | 20%                   |
| Case Studies                          | 15%                   |

**Text(s)**

Business Communications Process and Product, Guffey, Mary Ellen, 6th Edition, © 2008 Thompson/Southwestern Publishing Co.

**Bibliography**

Dodd, Managing Business and Professional Communication, Pearson, © 2005.

Krizan, Merrier, Logan, Williams, Business Communication, 7th edition. Thompson/Southwestern Publishing Co. © 2008.

Locker, Business Communication, Building Critical Skills, 3rd edition. McGraw-Hill, © 2007.

**Other Learning Resources**

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| <p><b>Audiovisual</b><br/>No resources specified</p>   |
| <p><b>Electronic</b><br/>Student resource CD to accompany Guffey's Business Communications Process and Product, 5th edition.</p> |
| <p><b>Other</b><br/>No resources specified</p>   |