COURSE OUTLINE
BSAD 200 – BUSINESS COMMUNICATIONS

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SCHOOL OF BUSINESS AND LIBERAL ARTS
MARCH 2015
BSAD 200 – BUSINESS COMMUNICATIONS

A. TITLE: Business Communications

B. COURSE NUMBER: BSAD 20

C. CREDIT HOURS: 3 credit hours

D. WRITING INTENSIVE COURSE (OPTIONAL): This is the writing intensive course for business courses.

E. COURSE LENGTH: 15 weeks

F. SEMESTER(S) OFFERED: Fall and Spring

G. HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY: Three 1-hour lectures per week

H. CATALOGUE DESCRIPTION: This course is designed to help develop strong oral and written communication skills. The student will be given opportunities to practice writing and editing professional correspondence. Additionally, the student will compose and deliver oral presentations. Assignments will include the use of inductive and deductive approaches to conveying a variety of messages and applying the rules for proper grammar and punctuation.

I. PRE-REQUISITES/CO-COURSES: English 102, Oral and Written Expression, or English 101, Expository Writing. Keyboarding skill, and knowledge of Word.

J. STUDENT LEARNING OUTCOMES: Upon completion of the course, students will be able to:

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<tr>
<th>Course Objective</th>
<th>Institutional SLO</th>
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<td>1. Determine the appropriate situations in which to use the deductive approach to convey information.</td>
<td>1-Communication Skills</td>
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<tr>
<td>2. Determine the appropriate situations in which to use the inductive approach to convey information.</td>
<td>1-Communication Skills</td>
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<td>3. Compose concise and effectively written material (letters, memos, e-mail, reports, newsletters, news releases, and business presentations) presented in accurately keyed format with correct grammar, usage, and rules of style.</td>
<td>1-Communication Skills 2-Critical Thinking</td>
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<td>4. Compose and present concise and effectively worded oral reports.</td>
<td>1-Communication Skills 4-Inter-Intrapersonal Skills</td>
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<td>5. Work collaboratively in a team setting by sharing in collective decision-making, meeting</td>
<td>1-Communication Skills 4-Inter-Intrapersonal Skills</td>
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deadlines, and presenting group progress in an oral report.

K. **TEXTS:**


L. **REFERENCES:**


*Merriam-Webster Dictionary* or other dictionary

M. **EQUIPMENT:** ANGEL; Smart classroom

N. **GRADING METHOD:** A-F

O. **MEASUREMENT CRITERIA/METHODS:**

Writing assignments/report, quizzes, oral presentations, power point presentations, and final project consisting of a business report.

Q. **DETAILED TOPICAL OUTLINE:** See attached sheet
DETAILED TOPIC OUTLINE

BSAD 200 Business Communications

TOPICS

I. Establishing a Framework for Business Communication
   A. Establishing a Framework for Business Communication
   B. Objectives
   C. Value of Communication
   D. The Communication Process
   E. Communicating within Organization
   F. Contextual Forces Influencing Business Communication

II. Focusing on Interpersonal and Group Communication
   A. Behavioral Theories That Impact Communication
   B. Nonverbal Communication
   C. Listening as a Communication Skill
   D. Group Communication
   E. Meeting Management

III. Planning Spoken and Written Messages
    A. Consider the Applicable Contextual Forces
    B. Determine the Purpose, and Select an Appropriate Channel and Medium
    C. Envision the Audience
    D. Adapt the Message to the Audience’s Needs and Concerns
    E. Organize the Messages
    
IV. Preparing Written Messages
    A. Prepare the First Draft
    B. Revise and Proofread
    C. Revise for Style and Tone
    D. Proofreading for Mechanical Correctness

V. Communicating Electronically
   A. Electronic Mail Communication
   B. Web Page Communication and Social Media
   C. Voice and Wireless Communication
   D. Appropriate Use of Technology

VI. Delivering Good and Neutral News Messages
   A. Deductive Organizational Pattern
   B. Good-News Messages
   C. Routine Claims
   D. Routine Requests
   E. Routine Messages about Orders and Credit
   F. Procedural Messages
VII. Delivering Bad-News Messages
   A. Choosing an Appropriate Channel and Organizational Pattern
   B. Developing a Bad-News Message
   C. Refusing a Request
   D. Denying a Claim
   E. Denying Credit
   F. Delivering Constructive Criticism
   G. Communicating Negative Organizational News

VIII. Delivering Persuasive Messages
   A. Persuasion Strategies
   B. Sales Messages
   C. Persuasive Requests

IX. Understanding the Report Process and Research Methods
   A. Characteristics of Reports
   B. Bias for Reports: The Problem-Solving Process
   C. Selecting a Method of Gathering Information
   D. Collecting and Organizing the Data
   E. Arriving at an Answer

X. Managing Data and Using Graphics
   A. Communicating Quantitative Information
   B. Using Graphics
   C. Types of Graphics
   D. Including Graphics in Text

XI. Organizing and Preparing Reports and Proposals
   A. Parts of a Formal Report
   B. Organization of Formal Reports
   C. Choosing a Writing Style for Formal Reports
   D. Short Reports
   E. Proposals

XII. Designing and Delivering Business Presentations
   A. Planning an Effective Business Presentation
   B. Organizing the Content
   C. Designing Compelling Presentation Visuals
   D. Refining your Delivery
   E. Adapting to Alternative Delivery Situations

XIII. Preparing Resumes and Application Letters
   A. Preparing for the Job Search
   B. Planning a Targeted Resume
   C. Preparing Resumes for Print and Electronic Delivery
   D. Supplementing a Resume
   E. Composing an Application Message

XIV. Interviewing for a Job and Preparing Employment Messages
   A. Understanding Types of Employment
   B. Preparing for an Interview
   C. Conducting a Successful Interview
   D. Preparing Other Employment Messages