

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK



MASTER SYLLABUS

BSAD 200 – BUSINESS COMMUNICATIONS

For available course numbers, contact the Registrar's Office at registrar@canton.edu

CIP Code: 52.0501

For assistance determining CIP Code, please refer to this webpage
<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>
or reach out to Sarah Todd at todds@canton.edu

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Updated by: Nicholas C Kocher (clerical update)

**SCHOOL OF BUSINESS & LIBERAL ARTS
BUSINESS DEPARTMENT
FALL 2024**

A. TITLE: Business Communications

B. COURSE NUMBER: BSAD 200

C. CREDIT HOURS (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

# Credit Hours per Week	3
# Lecture Hours per Week	3
# Lab Hours per Week	
Other per Week	

D. WRITING INTENSIVE COURSE:

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>

E. GER CATEGORY:

Does course satisfy a GER category(ies)? If so, please select all that apply.

[1-2] Communication	<input type="checkbox"/>
[3] Diversity: Equity, Inclusion & Social Justice	<input type="checkbox"/>
[4] Mathematics & Quantitative Reasoning	<input type="checkbox"/>
[5] Natural Science & Scientific Reasoning	<input type="checkbox"/>
[6] Humanities	<input type="checkbox"/>
[7] Social Sciences	<input type="checkbox"/>
[8] Arts	<input type="checkbox"/>
[9] US History & Civic Engagement	<input type="checkbox"/>
[10] World History & Global Awareness	<input type="checkbox"/>
[11] World Languages	<input type="checkbox"/>

F. SEMESTER(S) OFFERED:

Fall	<input type="checkbox"/>
Spring	<input type="checkbox"/>
Fall and Spring	<input checked="" type="checkbox"/>

G. COURSE 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.

H. PRE-REQUISITES: None
 CO-REQUISITES: None

I. STUDENT LEARNING OUTCOMES:

Course Student Learning Outcome [SLO]	Program Student Learning Outcome [PSLO]	GER	ISLO & Subsets
a. Determine the appropriate situations in which to use the deductive approach to convey information.	Demonstrate ability to effectively and professionally communicate orally. Demonstrates the ability to effectively present, organize, and articulate thoughts, ideas, and conclusions.		1 – O & W
b. Determine the appropriate situations in which to use the inductive approach to convey information	Demonstrate ability to effectively and professionally communicate orally. Demonstrates the ability to effectively present, organize, and articulate thoughts, ideas, and conclusions.		1 – O & W
c. 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	Demonstrate ability to effectively and professionally communicate in writing. Communicate in a business context in a clear, concise, coherent, and professional manner.		1 – W

d. Compose and present concise and effectively worded oral reports	Demonstrate ability to effectively and professionally communicate orally.		1 – O
e. Work collaboratively in a team setting by sharing in collective decision-making, meeting deadlines, and presenting group progress in an oral report.	Demonstrate ability to effectively and professionally communicate orally. Work cooperatively and effectively in a cross-disciplinary team.		4 – T

KEY	<u>Institutional Student Learning Outcomes</u> <u>[ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit, /Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

J. APPLIED LEARNING COMPONENT:

Yes	x
No	

If yes, select [X] one or more of the following categories:

Classroom / Lab	x	Community Service	
Internship		Civic Engagement	
Clinical Practicum		Creative Works/Senior Project	
Practicum		Research	
Service Learning		Entrepreneurship [program, class, project]	

- K. TEXTS: Lehman, C. M., DuFrene, D. D., & Walker, R. (2024). BCOM (11th ed.). Cengage Learning.
- L. REFERENCES: None
- M. EQUIPMENT: Technology Enhanced Classroom
- N. GRADING METHOD: A - F
- O. SUGGESTED MEASUREMENT CRITERIA/METHODS:
- Exams
 - Quizzes
 - Papers
 - Assignments
 - Participation
- P. DETAILED COURSE OUTLINE:
- I. Week 1-3 Section One: Characteristics of Business Communication
 - II. Weeks 4-5 Section Two: Business Communication in the Relational Age
 - III. Week 6-10 Section Three: Types of Business Communication
 - IV. Weeks 11-14 Section Four: Forms of Business Communication
 - V. Week 15 Final
- Q. LABORATORY OUTLINE: None