

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



**MASTER SYLLABUS**

**COURSE NUMBER – COURSE NAME  
BSAD 200 – Business Communications**

**Created by:**

**Updated by: Button, David**

**School of Business and Liberal Arts**

**Department: Business**

**Semester/Year: Fall/Spring 2019**

A. **TITLE:** Business Communications

B. **COURSE NUMBER:** BSAD 200

C. **CREDIT HOURS:** 3 credit hour(s) per week for 15 weeks

- One hour (50 minutes) of lecture per week  
 Two to three hours of lab or clinical per week  
 Two hours of recitation per week  
 40 hours of internship

D. **WRITING INTENSIVE COURSE:** Yes  No

E. **GER CATEGORY:** None:  Yes: GER  
*If course satisfies more than one: GER*

F. **SEMESTER(S) OFFERED:** Fall  Spring  Fall & Spring

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. Three hours lecture per week. Writing intensive course.

H. **PRE-REQUISITES:** None  Yes  If yes, list below:

**CO-REQUISITES:** None  Yes  If yes, list below:

**I. STUDENT LEARNING OUTCOMES: (see key below)**

By the end of this course, the student will be able to:

<b><u>Course Student Learning Outcome</u></b> <b><u>[SLO]</u></b>	<b><u>Program Student Learning Outcome</u></b> <b><u>[PSLO]</u></b>	<b><u>GER</u></b> <i>[If Applicable]</i>	<b><u>ISLO &amp; SUBSETS</u></b>	
1. Determine the appropriate situations in which to use the deductive approach to convey information.			1-Comm Skills ISLO ISLO	O W Subsets Subsets
2. Determine the appropriate situations in which to use the inductive approach to convey information.			1-Comm Skills ISLO ISLO	O W Subsets Subsets
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.			1-Comm Skills ISLO ISLO	W Subsets Subsets Subsets
4. Compose and present concise and effectively worded oral reports.			1-Comm Skills ISLO ISLO	O Subsets Subsets Subsets
5. Work collaboratively in a team setting by sharing in collective decision-making, meeting deadlines, and presenting group progress in an oral report.			4-Soc Respons ISLO ISLO	T Subsets Subsets Subsets

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

\*Include program objectives if applicable. Please consult with Program Coordinator

J. **APPLIED LEARNING COMPONENT:** Yes  No

If YES, select one or more of the following categories:

- |   |  |
|---|--|
| <input type="checkbox"/> Classroom/Lab      | <input type="checkbox"/> Civic Engagement              |
| <input type="checkbox"/> Internship         | <input type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement | <input type="checkbox"/> Research                      |
| <input type="checkbox"/> Practicum          | <input type="checkbox"/> Entrepreneurship              |
| <input type="checkbox"/> Service Learning   | (program, class, project)                              |
| <input type="checkbox"/> Community Service  |  |

K. **TEXTS:**

BCOM, 9th ed., by Lehman & DuFrene

L. **REFERENCES:**

M. **EQUIPMENT:** None  Needed:

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

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

Tests (4 throughout the semester)	60%
Short Assignments	30%
Team Project	10%

P. **DETAILED COURSE OUTLINE:**

Day 1 Welcome  
One Assignment

Week 1-3 Section One: Characteristics of Business Communication

3 Assignments

End of Week 3 Test on Characteristics of Business Communication

Weeks 4-5 Section Two: Business Communication in the Relational Age

Read Chapters 1-5  
2 Assignments

End of Week 5 Test on Business Communication in the Relational Age

Week 6-10 Section Three: Types of Business Communication

**Complete Chapters 6-8**

**4 Assignments**

**End of Week 10      Test on Types of Business Communication**

**Weeks 11-14 Section Four: Forms of Business Communication  
Complete Chapters 9-12**

**5 Assignments**

**End of Week 14      10-minute group presentation**

**Week 15      Final**

**Q.      LABORATORY OUTLINE: None  Yes**