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:

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<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcome [PSLO]</th>
<th>GER [If Applicable]</th>
<th>ISLO &amp; SUBSETS</th>
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<tbody>
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<td>1. Determine the appropriate situations in which to use the deductive approach to convey information.</td>
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<td>1-Comm Skills ISLO ISLO</td>
<td>O W Subsets Subsets</td>
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<td>2. Determine the appropriate situations in which to use the inductive approach to convey information.</td>
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<td>1-Comm Skills ISLO ISLO</td>
<td>O W Subsets Subsets</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>
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<td>4. Compose and present concise and effectively worded oral reports.</td>
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<td>5. Work collaboratively in a team setting by sharing in collective decision-making, meeting deadlines, and presenting group progress in an oral report.</td>
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<td>ISLO #</td>
<td>Communication Skills</td>
<td>Oral [O], Written [W]</td>
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<td>1</td>
<td>Critical Thinking</td>
<td>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</td>
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<td>Foundational Skills</td>
<td>Information Management [IM], Quantitative Lit./Reasoning [QTR]</td>
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<td>Social Responsibility</td>
<td>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</td>
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<td>4</td>
<td>Industry, Professional, Discipline Specific Knowledge and Skills</td>
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*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:

- Classroom/Lab
- Internship
- Clinical Placement
- Practicum
- Service Learning
- Community Service
- Civic Engagement
- Creative Works/Senior Project
- Research
- Entrepreneurship
  (program, class, project)

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 ☑