

OUTCOMES BASED LEARNING MATRIX

Course: BUSN113 – Managerial Communications

Department: Business Administration

This course focuses on the skills needed to communicate effectively as managers: gathering, analyzing, and evaluating information; constructing arguments; and presenting ideas clearly and concisely. Class time is devoted to group discussions and exercises, individual writing exercises, and peer editing. Class participation is central to student learning in this course. Prerequisite: ENGL102 English Composition II.

Core Competencies for outcomes activities and assessment tools: Critical and Creative Thinking (CCT); Information Literacy (IL); Oral Communication (OC); Quantitative Literacy (QL); Written Communication (WC); Civic Engagement (CE); Global Learning (GL); Integrative Learning (IG).

COURSE OUTCOMES	OUTCOMES ACTIVITIES	ASSESSMENT TOOLS
1. Students will be able to produce error-free, “mailable” documents demonstrating mastery of standard English. 2. Students will be able to demonstrate effective business writing style using common forms of communication: email letters and reports. 3. Students will be able to write effective argument.	1. Students will proofread and edit documents 2. Students will format documents. 3. Students will review samples of common forms of business communication 4. Students will write recommendations, requests, and denials in email, letters, reports and presentations	Students will demonstrate proficiency by: - Submitting email responses to graded problems - Submitting letter responses to graded problem - Submitting a graded recommendation report complete with two graphic visuals showing quantitative information - Completing and online midterm and final exam consisting of objective questions on tenets of business style as expressed in class notes and assigned reading
1. Students will be able to demonstrate proficiency with Microsoft Office: Word and PowerPoint 2. Students will demonstrate familiarity with business uses of social media: blogs, wikis, podcasts, intranets. 3. Students will be able to navigate the internet to find needed information and assess the quality of websites. 4. Students will be proficient in the use of online databases. 5. Students will be able to use an LMS	1. Students will practice with Microsoft Office Word and PowerPoint in lab demonstrations and practice problems 2. Students will view business blogs, wikis, online and view vodcasts and podcasts used by businesses 3. Students will conduct in-class research using library databases 4. Students will conduct research and evaluation activities of the websites.	1. Students will submit all graded documents and presentations using Microsoft Office software. 2. Students will create a graded blog, wiki and podcast 3. Students will support recommendation report findings with sources from the internet and online databases producing a sourced graded report complete with Works Cited 4. Students will use LMS throughout the semester for all assignment submissions

	5. Students will use the LMS course website in class and for submission of assignments	
1. Students will be able to speak extemporaneously 2. Students will have effective interviewing skills 3. Students will be able to demonstrate ability to lead meetings 4. Students will be able to make effective presentations	1. Students will practice with partners on mock interviews and role play meetings. 2. Students will create visuals and scripted PowerPoint presentations	1. Students will perform three graded presentations: - A formal presentation using PowerPoint - leading and participating in a mock meeting - conducting an interview as both interviewer and interviewee
1. Students will be able to deconstruct business communication problems to determine audience purpose, and medium of transmission needed to solve the problem by writing or speaking and execute the solution	1. Students will work with partners in problem analysis 2. Students will work in class on weekly problem analysis	1. Students will independently work on solutions to graded case problems by submitting documents and making presentations
1. Students will be able to interpret and present quantitative data in support of their written arguments	1. Students will work in lab on practice problems learning graphs, charts, etc. and creating them in Word, PowerPoint and Excel	1. Students will submit a graded report in which findings are demonstrated by graphic visuals using quantitative data they have found through research.
1. Students will be able to research both the internet and database to find needed information, interpret the information and use the information supporting arguments.	1. Students are responsible for weekly text chapter reading as well as articles linked to the course website 2. Students read and proof others' documents	1. Students will be tested on reading material through midterm and final exams. 2. Students written, graded documents will reflect effective reading of case problems.