

Course: BUSN 170 Business Communication
Department: Business Administration

Course Description:

This course prepares students to be effective workplace communicators. Working individually and in teams, students learn to think strategically and critically about business communication and develop their writing, presentation, and interpersonal communication skills. The course uses a workshop format that relies heavily on discussion and in-class exercises.

Prerequisites: ENGL 101 English Composition I.

COURSE OUTCOMES	SAMPLE OUTCOMES ACTIVITIES	SAMPLE ASSESSMENT TOOLS
Upon successful completion of this course students should:	To achieve these outcomes students may engage in the following activities:	Student learning may be assessed by:
1. Describe the communication process, and recognize and overcome obstacles to successful communication. (WC, OC, CCT, IG, GL)	<ul style="list-style-type: none"> • Identify obstacles to successful communication and strategies for overcoming these obstacles in various scenarios. 	<ul style="list-style-type: none"> • In-class exercises
2. Apply effective listening and nonverbal communication skills to achieve successful professional interactions. (WC, OC, CCT, IG, GL)	<ul style="list-style-type: none"> • Role play poor listening habits. • Interpret nonverbal signals in various communication scenarios. 	<ul style="list-style-type: none"> • In-class exercises
3. Plan, write, and revise positive, negative, and persuasive messages through both digital and traditional channels. (WC, OC, CCT, IG)	<ul style="list-style-type: none"> • Develop an audience profile. • Identify appropriate communication channels in various scenarios. • Determine the most effective approach (direct or indirect) in various communication scenarios. • Practice techniques for improving the readability, clarity, and conciseness of messages. • Write and/or revise messages using various digital channels (including social media). • Write and/or revise positive, negative, and persuasive messages. 	<ul style="list-style-type: none"> • In-class exercises • Writing assignments

4. Function effectively in diverse teams, and lead productive meetings. (WC, OC, CCT, IG, GL)	<ul style="list-style-type: none"> • Research and write a team report. • Prepare and deliver a team presentation. • Create meeting agendas. • Create meeting minutes. • Critique team meetings using a best practices checklist. 	<ul style="list-style-type: none"> • In-class exercises • Team report • Team presentation • Peer evaluation
5. Write reports based on business research. (WC, OC, IL, CCT, IG)	<ul style="list-style-type: none"> • Complete a library orientation. • Collaborate with team members to <ul style="list-style-type: none"> ○ Create a statement of problem and purpose. ○ Conduct primary and secondary research. ○ Develop an annotated bibliography. ○ Create a report outline. ○ Write a report. 	<ul style="list-style-type: none"> • Team report annotated bibliography • Team report outline • Team report peer review • Team report
6. Prepare and deliver effective oral presentations appropriate for business audiences. (WC, OC, CCT, IG)	<ul style="list-style-type: none"> • Develop a presentation introduction that captures and attention and establishes credibility. • Prepare and deliver an individual presentation, including visuals aids. • Prepare and deliver a team presentation, including visual aids. • Critique other students' presentations using a rubric. 	<ul style="list-style-type: none"> • In-class exercises • Individual presentation • Team report presentation • Peer evaluation
7. Navigate the employment search process, write customized resumes, and interview successfully. (WC, OC, IL, CCT, IG)	<ul style="list-style-type: none"> • Compose a customized resume and cover letter. • Develop a LinkedIn profile. • Participate in a mock interview. • Critique other students' mock interviews using a rubric. 	<ul style="list-style-type: none"> • In-class exercises • Writing assignments • Peer evaluation

This course includes the following core competencies: Written Communication (WC), Quantitative Literacy (QL), Oral Communication (OC), Information Literacy (IL), Critical and Creative Thinking (CCT), Integrative Learning (IG), and Global Learning (GL).