

Date Adopted: _____

Date Reviewed: Aug 2015

Date Revised: Aug 2015

BUS 215 – Business Communication

I. BUS 215 – Business Communication – 3 Semester Hours

II. Course Description

This course covers written, oral, and nonverbal communications for management. Topics include the application of communication principles to the production of clear, correct, and logically organized faxes, e-mail, memos, letters, resumes, reports, and other business communications.

III. Prerequisite

English 101 with a “C” or better

IV. Textbook

Textbook: Basic Communication - Connecting in a Digital World, 13th Edition

Publisher: McGraw-Hill

Authors: Lesikar, Flatley, & Rentz

V. Course Objectives

1. The student will understand the dynamics of successful communication and barriers preventing successful communication.
2. The student will develop the ability to communicate through word choice, sentence styles, paragraph formation, organization, clarity, and planning.
3. The student will understand and apply the use of tone in responding to the reader’s need, and will apply the appropriate approach: direct, indirect, or persuasive.
4. The student will prepare a letter of application and an effective resume for employment purposes, prepare properly for a job interview and follow-up effectively in writing.

VI. Course Outline of Topics

1. The student will understand the dynamics of successful communication and barriers preventing successful communication.
The student will:
 - a) identify the different ways people communicate.
 - b) explain the value of good communication.
 - c) identify communication skills needed in a career.
 - d) describe how misunderstandings arise.
 - e) identify common barriers to communication.
2. The student will develop the ability to communicate through word choice, sentence styles, paragraph formation, organization, clarity, and planning.
The student will:
 - a) The student will choose correct and effective words for making a point.
 - b) The student will develop paragraphs in a variety of ways.
 - c) The student will use techniques of style for writing, planning and organizing clear, effective sentences and paragraphs.
3. The student will understand and apply the use of tone in responding to the reader’s need, and will apply the appropriate approach; direct, indirect, or persuasive.

The student will:

- a) analyze and respond to the reader's information needs through application of the "you" attitude.
 - b) apply a positive tone, courtesy and tact, in communication.
 - c) decide the purpose of the message and respond directly, indirectly, or persuasively.
4. The student will prepare a letter of application and an effective resume for employment purposes, prepare properly for a job interview and follow-up effectively in writing.

The student will:

- a) The student will analyze individual work skills and qualifications.
- b) The student will develop a strategy for selling himself/herself to a prospective employer.
- c) The student will prepare an effective resume.
- d) The student will write an application letter that results in an interview.
- e) The student will present job qualifications convincingly in the letter of application and resume.
- f) The student will follow up effectively by sending a thank you note after the interview.

VII. Evaluation and Assessment

Evaluation and assessment will be determined by the instructor and specified on the instructor's class syllabus. Grades will be based upon following scale: A = 90 – 100%, B = 80 – 89%, C = 70 – 79%, D = 60 – 69%, and F = below 60%.

VIII. Attendance

Students are expected to attend all classes for which they are registered. Students who are unable to attend class regularly, regardless of the reason or circumstance, should withdraw from that class before poor attendance interferes with the student's ability to achieve the objectives required in the course. Withdrawal from class can affect eligibility for federal financial aid.

IX. Statement on Discrimination/Harassment

The College and the Alabama State Board of Education are committed to providing both employment and educational environments free of harassment or discrimination related to an individual's race, color, gender, religion, national origin, age, or disability. Such harassment is a violation of State Board of Education policy. Any practice or behavior that constitutes harassment or discrimination will not be tolerated.

X. Americans with Disabilities

The Rehabilitation Act of 1973 (Section 504) and the Americans with Disabilities Act of 1990 state that qualified students with disabilities who meet the essential functions and academic requirements are entitled to reasonable accommodations. It is the student's responsibility to provide appropriate disability documentation to the College. The ADA Accommodations Office is in FSC 305 (205-856-7731).