

BADM-2010: BUSINESS COMMUNICATIONS

Cuyahoga Community College

Viewing: BADM-2010 : Business Communications

Board of Trustees:

October 2022

Academic Term:

Fall 2023

Subject Code

BADM - Business Administration

Course Number:

2010

Title:

Business Communications

Catalog Description:

Study of oral, written and electronic business communication theory. Includes business correspondence writing, job preparation, research techniques, and formal and informal report preparation.

Credit Hour(s):

3

Lecture Hour(s):

3

Requisites

Prerequisite and Corequisite

ENG-1010 College Composition I or concurrent enrollment.

Outcomes

Course Outcome(s):

Write professional business letters, memo's and emails using correct grammar, appropriate rhetorical strategies, and appropriate proofreading/revising techniques.

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

- a. Demonstrate the ability to choose the appropriate facts and ideas for writing situations.
- b. Apply inductive and deductive logic in writing communications.
- c. Apply the principles involved in the reasoning process.
- d. Demonstrate the ability to organize facts and ideas into a concise, coherent, and effective business communication.
- e. Proofread for error free written communication.
- f. Organize work efficiently.
- g. Organize the facts and ideas into a concise, coherent, and effective business communication.

Course Outcome(s):

Prepare employment resume and accompanying employment application documents.

Objective(s):

- a. Discuss career planning and self-assessment instruments.
- b. Utilize career planning and self-assessment instruments to evaluate current career aspirations.
- c. Prepare employment resume with assistance from the Career Center and/or the instructor.

Course Outcome(s):

Research current business topics using the appropriate research tools and techniques.

Essential Learning Outcome Mapping:

Information Literacy: Acquire, evaluate, and use information from credible sources in order to meet information needs for a specific research purpose.

Objective(s):

- a. Prepare a proposal for a research report.
- b. Choose appropriate primary and/or secondary research tools.
- c. Employ the citation of external sources in order to avoid plagiarism and to support persuasive writing.
- d. Utilize ethical choices in dealing with ideas borrowed from external sources, including paraphrasing, summarizing, and quoting in order to avoid plagiarism.
- e. Prepare a formal and/or informal report.

Course Outcome(s):

Create and deliver a formal presentation.

Essential Learning Outcome Mapping:

Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Objective(s):

1. Choose appropriate information based on critique of audience.
2. Adapt message to audience.
3. Demonstrate the ability to present oral formal and informal reports.

Course Outcome(s):

Adapt personal communication style to fit various communication situations and styles.

Objective(s):

- a. Work and cooperate with others.
- b. Analyze various communication situations and styles.
- c. Interpret various communication situations and styles.
- d. Demonstrate punctuality and regular class attendance.
- e. Follow oral and written instructions.
- f. Apply appropriate professional language when critiquing others professional and business writing and when providing peer review.

Methods of Evaluation:

- a. Quizzes and Tests
- b. Individual Research Paper/Group Project
- c. Formal and Informal Presentations
- d. Letters/Emails/Memos
- e. In-class Exercises
- f. Resume and Cover Letter
- g. Final Examination
- h. Peer Review

Course Content Outline:

- a. Theories and concepts used to write business messages
 - i. The communication process
 - ii. People in the communication process
 - iii. Business writing - getting started
 - iv. Planning and constructing the business message
 - v. Inductive and deductive logic in written communication
 - vi. Proofreading methods/techniques
- b. Various business letters
 - i. Business letter basics, what makes a business letter
 - ii. Types of business letters
- c. Concepts of business report writing
 - i. Report writing; getting started
 - ii. Research for reports
 - iii. Visual aid: graphics and tables
- d. Various business reports
 - i. Memos and other short reports
 - ii. Formal business report format, writing style, documentation, and presentation
- e. Employment documents
 - i. Resume preparation
 - ii. Letter of application
 - iii. Thank you follow-up letter
- f. Oral communication in business
 - i. Formal presentation
 - ii. Informal presentation and dialogue
 - iii. International markets
- g. Interpersonal communication and employers on-the-job expectations
 - i. Punctuality and regular attendance
 - ii. Following directions
 - iii. Efficiency on the job
 - iv. Cooperation
 - v. Appropriate communication for supervisors, subordinates and peers

Resources

Guffey/Loewy. *Essentials of Business Communications*. 12th ed. Boston, MA: Cengage Learning, 2023.

Guffey, Mary Ellen and Carolyn Seefer. *Business English*. 13th ed. Boston, MA: Cengage Learning, 2020.

Lucus, Stephen E. *The Art of Public Speaking*. 13th ed. Boston, MA: McGraw- Hill, 2020.

Hacker, Diana and Nancy Sommers. *Rules for Writers*. 10th ed. New York, NY: Macmillan Learning, 2020.

Bolles, Richard Nelson. *What Color Is Your Parachute? 2022: Your Guide to a Lifetime of Meaningful Work and Career Success*. Revised. Berkely, CA: Ten Speed Press, 2021.

Scott McClean. *Business Communication for Success*. 3.0. Boston, MA: Flat World, 2021.

Lumen Learning, et al. *Business Communication Skills for Managers*, Portland, OR: Lumen Learning, 2021. <https://lumenlearning.com/courses/business-communication-skills-for-managers/>

Peter Cardon. *Business Communication: Developing Leaders for a Networked World*, Boston, MA: McGraw-Hill, 2021.

Resources Other

- a. Cuyahoga Community College Library databases, OhioLink and others
- b. Gregg Reference Manual
- c. Cuyahoga Community College Career Center
- d. Various YouTube videos
- e. Purdue Owl Writing Lab <http://owl.purdue.edu/owl/purdue.html>
- f. Strategic Communication Planning: A Free E-Book <https://www.slideshare.net/davefleet/strategic-communications-planning-a-free-ebook>
- g. Various Current Business Articles, Scholarly Journals and White Papers
- h. Various Business/Corporate Websites and Social Media Platforms

Instructional Services

OAN Number:

Transfer Assurance Guide OBU005

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