

# BADM-201H: HONORS BUSINESS COMMUNICATIONS

---

## Cuyahoga Community College

**Viewing: BADM-201H : Honors Business Communications**

**Board of Trustees:**

October 2022

**Academic Term:**

Fall 2023

**Subject Code**

BADM - Business Administration

**Course Number:**

201H

**Title:**

Honors Business Communications

**Catalog Description:**

Critical analysis, application and study of oral, written and electronic business communication theory. Includes business correspondence writing, job preparation, research techniques, and formal/informal report preparation.

**Credit Hour(s):**

3

**Lecture Hour(s):**

3

## Requisites

**Prerequisite and Corequisite**

ENG-101H Honors College Composition I, or concurrent enrollment; or ENG-1010 College Composition I with a grade of "B" or higher.

## Outcomes

**Course Outcome(s):**

Write professional business letters, memos, emails, inductive/deductive communications, press releases/conferences, and content for annual reports 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. Choose the appropriate facts and ideas for various business writing situations including annual reports, press releases/conferences and inductive/deductive communications.
- b. Apply inductive and deductive logic in writing various business communications.
- c. Apply the principles involved in the reasoning process.
- d. Organize the facts and ideas into a concise, coherent, and effective business communication.
- e. Organize work efficiently.
- f. Proofread business documents for appropriate syntax, organization, logic, coherence, and succinctness.

---

**Course Outcome(s):**

Critique forms of communication for richness and clarity of content, including oral presentations, advertising campaigns, annual reports, press conferences, inductive/deductive communication and other various forms of business communication.

**Objective(s):**

- a. Apply appropriate professional language when critiquing others professional and business writing and when providing peer review.
- b. Demonstrate ability to analyze business documents.
- c. Analyze a written situation.

---

**Course Outcome(s):**

Formulate a personal career plan using various career planning instruments, self-assessments, and professional resources.

**Objective(s):**

- a. Prepare employment resume and accompanying employment application documents.
- b. Reflect on past employment situations as well as on current career aspirations.
- c. Utilize career planning an self-assessment instruments to evaluate current career aspirations.
- d. Reflect on career planning and self-assessment results.

---

**Course Outcome(s):**

Research, analyze and report on current business topics using the appropriate research 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. Choose appropriate primary and secondary research tools.
- b. Employ the citation of external sources in order to avoid plagiarism and to support persuasive writing.
- c. Utilize ethical decision-making in dealing with ideas borrowed from external sources, including paraphrasing, summarizing, and quoting, in order to avoid plagiarism.
- d. Apply the techniques for delimiting and limiting a topic for a research topic.
- e. Utilize at least one primary research method and various secondary research techniques in preparing a formal report.
- f. Prepare a proposal for a research report.
- g. Prepare a formal/informal report.
- h. Evaluate the effect of the chosen research topic on today's business environment.

---

**Course Outcome(s):**

Create a formal presentation which includes graphics, tables and other visual aids to present statistics and other factual information on selected topic.

**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):**

- a. Evaluate the effect of the chosen research topic on today's business environment.
- b. Choose appropriate information based on critique of audience.
- c. Adapt message to audience.
- d. Demonstrate the ability to present oral formal and informal reports.
- e. Utilize graphics, tables, and other visual aids to present data and other factual information.

---

**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.

**Methods of Evaluation:**

- a. Communication journal
- b. Research paper
- c. Formal and informal presentations
- d. Letters/emails/memos
- e. On-line writing assignments/discussions
- f. In-class exercises
  - i. In-basket
  - ii. Case study
  - iii. Critiques
- g. Career plan/resume/cover letter, career assessment plan
  - i. Interview a manager in career interest and develop a mentoring relationship with a person in career interest
- h. External project linked to a current business issue
  - i. Develop a communication piece for an organization
  - ii. Engage in peer-to-peer tutoring, mentorship and academic support
  - iii. Conduct business research for an organization
  - iv. Participate in a project with an organization
- i. Cumulative final
- j. Quizzes and tests
- k. 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 documents
  - i. Business letter basics, what makes a business letter
  - ii. Types of business letters
  - iii. Annual reports
  - iv. Promotions
  - v. Public relations
- c. Concepts of business report writing
  - i. Report writing; getting started
  - ii. Research for reports
  - iii. Visual aid: graphics and tables
- d. Various business report
  - 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
  - iv. Career assessment and plan
- f. Oral communication in business
  - i. Formal presentations
  - ii. Informal presentations and dialogue
  - iii. International markets
- g. Interpersonal communication and employer's on-the-job expectations

- i. Punctuality and regular attendance
- ii. Following directions
- iii. Efficiency on the job
- iv. Cooperation
- v. Appropriate communication for superiors, subordinates and peers

## Resources

Guffey, Mary Ellen. *Essentials of Business Communication*. 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 , 2022.

---

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: Flatworld, 2021.

---

Peter Cardon. *Business Communication: Developing Leaders for a Networked World*. 4. Boston, MA: McGraw-Hill, 2021 .

---

Lumen Learning, et. al. *Business Communication Skills for Managers*. 1. Portland, OR: Lumen Learning, 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](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](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

Top of page

Key: 843