BADM-201H: HONORS BUSINESS COMMUNICATIONS

Cuyahoga Community College

Viewing: BADM-201H : Honors Business Communications

Board of Trustees:
June 2020

Academic Term:
Fall 2020

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 and 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.

I. ACADEMIC CREDIT

Academic Credit According to the Ohio Department of Higher Education, one (1) semester hour of college credit will be awarded for each lecture hour. Students will be expected to work on out-of-class assignments on a regular basis which, over the length of the course, would normally average two hours of out-of-class study for each hour of formal class activity. For laboratory hours, one (1) credit shall be awarded for a minimum of three laboratory hours in a standard week for which little or no out-of-class study is required since three hours will be in the lab (i.e. Laboratory 03 hours). Whereas, one (1) credit shall be awarded for a minimum of two laboratory hours in a standard week, if supplemented by out-of-class assignments which would normally average one hour of out-of-class study preparing for or following up the laboratory experience (i.e. Laboratory 02 hours). Credit is also awarded for other hours such as directed practice, practicum, cooperative work experience, and field experience. The number of hours required to receive credit is listed under Other Hours on the syllabus. The number of credit hours for lecture, lab and other hours are listed at the beginning of the syllabus. Make sure you can prioritize your time accordingly. Proper planning, prioritization and dedication will enhance your success in this course. The standard expectation for an online course is that you will spend 3 hours per week for each credit hour.

II. ACCESSIBILITY STATEMENT

If you need any special course adaptations or accommodations because of a documented disability, please notify your instructor within a reasonable length of time, preferably the first week of the term with formal notice of that need (i.e. an official letter from the Student Accessibility Services (SAS) office). Accommodations will not be made retroactively. For specific information pertaining to ADA accommodation, please contact your campus SAS office or visit online at https://www.tri-c.edu/student-accessibility-services/). Blackboard accessibility information is available at http://access.blackboard.com.

Eastern (216) 987-2052 - Voice. (216) 987-2423 - Fax
Metropolitan (216) 987-4344 – Voice. (216) 987-3257 - Fax.
Western (216) 987-5079 – Voice. (216) 987-5118 - Fax.
III. ATTENDANCE TRACKING

Regular class attendance is expected. Tri-C is required by law to verify the enrollment of students who participate in federal Title IV student aid programs and/or who receive educational benefits through other funding sources. Eligibility for federal student financial aid is based in part on enrollment status.

Students who do not attend classes for the entire term are required to withdraw from the course(s). Additionally, students who withdraw from a course or stop attending class without officially withdrawing may be required to return all or a portion of their financial aid based on the date of last attendance. Students who do not attend the full session are responsible for withdrawing from the course(s).

Tri-C is responsible for identifying students who have not attended a course before financial aid funds can be applied to students’ accounts. Therefore, attendance is recorded in the following ways:

- For in-person and blended-learning courses, students are required to attend the course by the 15th day of the semester (or equivalent for terms shorter than five weeks) to be considered attending. Students who have not met all attendance requirements for in-person and blended courses, as described herein, within the first two weeks or equivalent, will be considered not attending.
- For online courses, students are required to login at least two times per week and submit one assignment per week for the first two weeks of the semester, or equivalent to the 15th day of the term. Students who have not met all attendance requirements for online courses, as described herein, within the first two weeks or equivalent, will be considered not attending.

At the conclusion of the first two weeks of a semester or equivalent, instructors report any registered students who have “Never Attended” a course. Those students will be administratively withdrawn from that course. However, after the time period in the previous paragraphs, if a student stops attending a class or wants or needs to withdraw, for any reason, it is the student’s responsibility to take action to withdraw from the course. Students must complete and submit the appropriate Tri-C form by the established withdrawal deadline.

Tri-C is required to ensure that students receive financial aid only for courses that they attend and complete. Students reported for not attending at least one of their registered courses will have all financial aid funds held until confirmation of attendance in registered courses has been verified. Students who fail to complete at least one course may be required to repay all or a portion of their federal financial aid funds and may be ineligible to receive future federal financial aid awards. Students who withdraw from classes prior to completing more than 60 percent of their enrolled class time may be subject to the required federal refund policy.

If illness or emergency should necessitate a brief absence from class, students should confer with instructors upon their return. Students having problems with coursework due to a prolonged absence should confer with the instructor or a counselor.

IV. LEARNING OUTCOMES ASSESSMENT

Occasionally, in addition to submitting assignments to their instructors for evaluation and a grade, students will also be asked to submit completed assignments, called ‘artifacts,’ for assessment of course and program outcomes and the College’s Essential Learning Outcomes (ELOs). The artifacts will be submitted in Blackboard or a similar technology. The level of mastery of the outcome demonstrated by the artifact DOES NOT affect the student’s grade or academic record in any way. However, some instructors require that students submit their artifact before receiving their final grade. Some artifacts will be randomly selected for assessment, which will help determine improvements and support needed to further student success. If you have any questions, please feel free to speak with your instructor or contact the Learning Outcomes Assessment office.

V. CONCEALED CARRY STATEMENT

College policy prohibits the possession of weapons on college property by students, faculty and staff, unless specifically approved in advance as a job-related requirement (i.e., Tri-C campus police officers) or, in accordance with Ohio law, secured in a parked vehicle in a designated parking area only by an individual in possession of a valid conceal carry permit.

As a Tri-C student, your behavior on campus must comply with the student code of conduct which is available on page 29 within the Tri-C student handbook, available at http://www.tri-c.edu/student-resources/documents/studenthandbook.pdf You must also comply with the College’s Zero Tolerance for Violence on College Property available at http://www.tri-c.edu/policies-and-procedures/documents/3354-1-20-10-zero-tolerance-for-violence-policy.pdf

VI. CORONAVIRUS/COVID-19 STATEMENT

Students are responsible for adhering to all College health and safety guidance, including that which relates to the COVID-19 pandemic.

Public health requirements and standards are changing rapidly, and the College is adapting its guidance accordingly. Please check your Tri-C email and visit tri-c.edu/coronavirus regularly for updates.

All students must adhere to the following general guidelines, until further notice:

- Remain at home. Do not attend any in-person class or gathering.
- Notify your instructor(s) if you are ill, have tested positive for COVID-19, or have been exposed to an individual who has tested positive for COVID-19.
• Wear a mask or face covering at all times, including, but not limited to: upon entering and exiting any Tri-C facility, in class, and in all common areas.
• Maintain a distance of at least six feet between yourself and others at all times.
• Provide the College with relevant information about your current health status and participate in any required on-site checks (e.g., temperature checks).
• Use only designated areas of Tri-C facilities, including entrances and exits. Sign in and out of Tri-C facilities as directed.
The general guidelines listed above do not encompass all coronavirus-related guidance. These guidelines are subject to change at the discretion of the College and under the direction of public health authorities. Students who fail to adhere to this guidance may be subject to disciplinary action under the College’s Student Code of Conduct and the Student Judicial Code.

Outcomes

Course Outcome(s):
Write professional business letters, memo’s, 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):
1. Choose the appropriate facts and ideas for various business writing situations including annual reports, press releases/conferences and inductive/deductive communications.
2. Apply inductive and deductive logic in writing various business communications.
3. Apply the principles involved in the reasoning process.
4. Organize the facts and ideas into a concise, coherent, and effective business communication.
5. Organize work efficiently.
6. 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):
1. Apply appropriate professional language when critiquing others professional and business writing and when providing peer review.
2. Demonstrate ability to analyze business documents.
3. Analyze a written situation.

Course Outcome(s):
Formulate a personal career plan using various career planning instruments, self-assessments, and professional resources.

Objective(s):
1. Prepare employment resume and accompanying employment application documents.
2. Reflect on past employment situations as well as on current career aspirations.
3. Utilize career planning and self-assessment instruments to evaluate current career aspirations.
4. 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):
1. Choose appropriate primary and secondary research tools.
2. Employ the citation of external sources in order to avoid plagiarism and to support persuasive writing.
3. Utilize ethical choices in dealing with ideas borrowed from external sources, including paraphrasing, summarizing, and quoting, in order to avoid plagiarism.
4. Apply the techniques for delimiting and limiting a topic for a research topic.
5. Utilize at least one primary research method and various secondary research techniques in preparing a formal report.
6. Prepare a proposal for a research report.
7. Prepare a formal and/or informal report.
8. 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):
1. Evaluate the effect of the chosen research topic on today's business environment.
2. Choose appropriate information based on critique of audience.
3. Adapt message to audience.
4. Demonstrate the ability to present oral formal and informal reports.
5. 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):
1. Work and cooperate with others.
2. Analyze various communication situations and styles.
3. Interpret various communication situations and styles.
4. Demonstrate punctuality and regular class attendance.
5. Follow oral and written instructions.

Methods of Evaluation:
1. Communication journal
2. Research paper
3. Formal and informal presentations
4. Letters/emails/memos
5. On-line writing assignments/discussions
6. In-class exercises
   a. In-basket
   b. Case study
   c. Critiques
7. Career plan/resume/cover letter, Career assessment plan
   a. Interview a manager in career interest
   b. Develop a mentoring relationship with a person in career interest
8. External project linked to a current business issue
   a. Develop a communication piece for an organization
   b. Tutor Business Communication students
   c. Conduct business research for an organization
   d. Participate in a project with an organization
9. Cumulative final
10. Quizzes and tests
11. Peer review

Course Content Outline:
1. Theories and concepts used to write business messages
   a. The communication process
   b. People in the communication process
c. Business writing - getting started
d. Planning and constructing the business message
e. Inductive and deductive logic in written communication
f. Proofreading methods/techniques

2. Various business documents
   a. Business letter basics, what makes a business letter
   b. Types of business letters
   c. Annual reports
   d. Promotions
   e. Public relations

3. Concepts of business report writing
   a. Report writing, getting started
   b. Research for reports
   c. Visual aid: graphics and tables

4. Various business report
   a. Memos and other short reports
   b. Formal business report format, writing style, documentation, and presentation

5. Employment documents
   a. Resume preparation
   b. Letter of application
   c. Thank you follow-up letter
   d. Career assessment and plan

6. Oral communication in business
   a. Formal presentations
   b. Informal presentations and dialogue
   c. International markets

7. Interpersonal communication and employer’s on-the-job expectations
   a. Punctuality and regular attendance
   b. Following directions
   c. Efficiency on the job
   d. Cooperation
   e. Appropriate communication for superiors, subordinates and peers

Resources


Resources Other
1. Cuyahoga Community College Library databases, OhioLink and others
2. Gregg Reference Manual
3. Cuyahoga Community College Career Center
4. Various YouTube videos
5. Purdue Owl Writing Lab http://owl.purdue.edu/owl/purdue.html
7. Various Current Business Articles

**Instructional Services**

**OAN Number:**
OBU005

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