

DEPARTMENT: Management, Marketing, and Business Administration

COURSE PREFIX: BUS COURSE NUMBER: 215

CREDIT HOURS: 03

TITLE: BUSINESS COMMUNICATIONS

COURSE DESCRIPTION AND PREREQUISITE(S): This course is designed to acquaint the student with the principles of business communication and give him/her practice in solving business problems through the use of written communications, research and report writing, and oral communication.

Prerequisite(s): ENG 102/105

COURSE OBJECTIVES:

The student is expected to:

- A. Understand the communication process, its importance, and its role in a business enterprise.
- B. Recognize human nature and the role of communication in human relations.
- C. Apply the principles underlying all communication, especially how to handle business problem situations with letters, memos, and written and oral reports.
- D. Demonstrate form, style, and tone for more effective letters, memos, and written and oral reports.
- E. Further develop the power to inform and persuade others through the use of language.
- F. Gather, organize, and evaluate facts and ideas in order to reach conclusions and make recommendations.
- G. Appreciate the importance of international business communications, understand the complexity of cross-cultural communication, learn guidelines for cross-cultural communication, and become aware of key resources in international business communication.

CONTENT OUTLINE:

Business Communication Fundamentals

- Business communication foundations
- Principles of business communication
- Developing business messages
- Communication technologies and techniques
- Business English

Correspondence Applications

- Formats of letters and memos
- Negative news messages
- Persuasive messages

Written Report Applications

- Business studies and proposals
- Report preparation
- Visual aids

Oral Communication Application

- Listening and nonverbal communication
- Communicating orally

Special Communication Applications

- International business communication
- The job search, cover letter, print and Internet-based resumes
- Employment communication and interviewing

INSTRUCTIONAL ACTIVITIES:

Lectures, class discussion, Canvas exercises via MindTap, written assignments and oral reports constitute the majority of classroom activities. Resources: Internet, Google Docs, Visual CV, YouTube, blogs, videotapes, handouts and Word

FIELD, CLINICAL, AND/OR LABORATORY EXPERIENCES:

None

TEXT(S) AND RESOURCES:

Guffy, Mary Ellen, Loewy, Dana, (2015), Business Communication: Process and Product (8th ed.), Cengage Learning, ISBN-13 – 978-1-285-09408-3, ISBN-10 – 1-285-09408-5

EVALUATION AND GRADING PROCEDURES: *(Please see attached schedule of assignments)*

All assignments must be submitted at the beginning of the class period on their due dates. Late assignments will have 25% of the points deducted from total points for each class day late.

Students auditing the course must attend all class sessions and complete all assigned work with the exception of the written report. Students failing to complete any of the above will receive a failing grade instead of an audit.

ATTENDANCE POLICY:

Students are expected to adhere to the MSU Attendance Policy outlined in the current *MSU Bulletin*.

ACADEMIC HONESTY POLICY:

Murray State University takes seriously its moral and educational obligation to maintain high standards of academic honesty and ethical behavior. Instructors are expected to evaluate students' academic achievements accurately, as well as ascertain that work submitted by students is authentic and the result of their own efforts, and consistent with established academic standards. Students are obligated to respect and abide by the basic standards of personal and professional integrity.

Violations of Academic Honesty include:

Cheating - Intentionally using or attempting to use unauthorized information such as books, notes, study aids, or other electronic, online, or digital devices in any academic exercise; as well as unauthorized communication of information by any means to or from others during any academic exercise.

Fabrication and Falsification - Intentional alteration or invention of any information or citation in an academic exercise. Falsification involves changing information whereas fabrication involves inventing or counterfeiting information.

Multiple Submission - The submission of substantial portions of the same academic work, including oral reports, for credit more than once without authorization from the instructor.

Plagiarism - Intentionally or knowingly representing the words, ideas, creative work, or data of someone else as one's own in any academic exercise, without due and proper acknowledgement.

Instructors should outline their expectations that may go beyond the scope of this policy at the beginning of each course and identify such expectations and restrictions in the course syllabus.

When an instructor receives evidence, either directly or indirectly, of academic dishonesty, he or she should investigate the instance. The faculty member should then take appropriate disciplinary action.

Disciplinary action may include, but is not limited to the following:

- 1) Requiring the student(s) to repeat the exercise or do additional related exercise(s).
- 2) Lowering the grade or failing the student(s) on the particular exercise(s) involved.
- 3) Lowering the grade or failing the student(s) in the course.

If the disciplinary action results in the awarding of a grade of E in the course, the student(s) may not drop the course.

Faculty reserve the right to invalidate any exercise or other evaluative measures if substantial evidence exists that the integrity of the exercise has been compromised. Faculty also reserve the right to document in the course syllabi further academic honesty policy elements related to the individual disciplines.

A student may appeal the decision of the faculty member with the department chair in writing within five working days. Note: If, at any point in this process, the student alleges that actions have taken place that may be in violation of the Murray State University Non-Discrimination Statement, this process must be suspended and the matter be directed to the Office of Institutional Diversity, Equity and Access. Any appeal will be forwarded to the appropriate university committee as determined by the Provost.

NON-DISCRIMINATION POLICY AND STUDENTS WITH DISABILITIES:

Policy Statement

Murray State University endorses the intent of all federal and state laws created to prohibit discrimination. Murray State University does not discriminate on the basis of race, color, national origin, gender, sexual orientation, religion, age, veteran status, or disability in employment, admissions, or the provision of services and provides, upon request, reasonable accommodation including auxiliary aids and services necessary to afford individuals with disabilities equal access to participate in all programs and activities.

In addition, Murray State University does not discriminate on the basis of sex in its educational programs and activities and is required by Title IX and 34 CFR part 106 not to discriminate in such a manner. The prohibition against sex discrimination specifically includes a prohibition of sexual harassment and sexual violence. This non-discrimination in education programs and activities extends to employment and admissions and to recruitment, financial aid, academic programs, student services, athletics and housing.

For more information, contact the Title IX Coordinator and Executive Director of Institutional Diversity, Equity and Access, 103 Wells Hall, (270) 809-3155 (voice) (270) 809-3361 (TDD).

Students with Disabilities

Students requiring special assistance due to a disability should visit the Office of Student Disability Services immediately for assistance with accommodations. For more information, students should contact the Office of Student Disability Services, 423 Wells Hall, Murray, KY 42071. 270-809-2018 (voice) 270-809-5889 (TDD).

AACSB's 25% Rule: This Course Counts Toward Undergraduate Business Hours:

Business majors/areas include: Accounting, Business Administration, Computer Information Systems, Finance, International Business, Logistics and Supply Chain Management, Management, and Marketing. All other majors/areas are considered non-business.

Non-business majors are not permitted to complete more than 30 hours of business courses from the prefixes ACC, BUS, CIS, FIN, LSC, MGT, MKT, and RES and the course LST 240 without completing the Business Core Requirements. Courses with the following former Murray State business prefixes are considered business hours for purposes of this rule: BOA, BPA, BUA, CQM, and GBU.

If you plan to complete more than 30 hours, you **must contact** the Center for Undergraduate Business Advising in the Bauernfeind College of Business for special permission.

Appeals and Grievances Procedure of The Arthur J. Bauernfeind College of Business

Appeals and Grievances Committee:

Submits decisions or recommendations to the dean relating to academic appeals or grievances. Such appeals should occur only after departmental procedures for appeals or grievances have been followed.

Purpose:

1. To adjudicate appeals from students or faculty members relating to decisions made by administrators and/or faculty members on admissions, grades and/or credits toward graduation; and,
2. To adjudicate grievances from faculty relating to actions taken or decisions made by the chair or other faculty members within the college as set forth in the appropriate section of the Faculty Handbook.

Appeals and Grievance Procedure:

The procedure for appeals within the college between a student(s) and a faculty member(s) is the following:

The student is encouraged to first discuss the matter at length with the faculty member involved in order to determine if they can solve the problem themselves. If they are unable to do so, the student may take the problem to the Chair of the Department for the faculty member involved. If the student and the chair cannot resolve the difficulty, the student may then present the problem to the Dean of the College. If the problem cannot be resolved by the Dean, then the student, the faculty member, or the Dean may request a meeting of the Collegiate Appeals and Grievances Committee. This committee investigates the problem in depth and makes a recommendation for resolution to the Dean. The committee also makes its recommendation known to the student and the faculty member involved. If the student or the faculty member at that point wishes to pursue the issue further, they are advised that the matter can be appealed to the University Judicial Board.

Limitations: A grievance procedure must be initiated within the first twenty (20) days of the semester immediately following the semester or term during which the incident of grievance is alleged to have occurred, exclusive of summer sessions. Any special circumstance or request involving the time limitation set forth above will be considered and evaluated by the appropriate academic Dean. [See MSU Undergraduate and Graduate Bulletins for complete provisions of the MSU Appeals and Grievances Policies and Procedures].

Both the undergraduate and graduate catalogues/bulletins can be found at the following web link, off of the Murray State University main website: <http://www.murraystate.edu/registrar.aspx>

Appeals: The college link is: http://www.murraystate.edu/Libraries/COB_Documents/Appeals_and_Grivance_Procedure.pdf and the University link is: <http://www.murraystate.edu/Academics/RegistrarsOffice/AcademicAppeal/>

MSU Strategic Plan:

Univ. Strategic Plan: <http://murraystate.edu/strategic-initiatives-plan/>