I. Title: BUSINESS COMMUNICATION

II. Catalog Description:

This course is designed to acquaint the student with the principles of business communication and give him or her practice in solving business problems through the use of written communications, research and report writing, and oral communications.

III. Purpose of the Course:

To acquaint the student with the fundamentals of business communication and give him or her practice in solving business problems through the use of effective written and oral business messages.

VI. Course Objectives:

The student is expected:

A. To understand the communication process, its importance, and its role in a business enterprise.
B. To understand human nature and the role of communication in human relations.
C. To apply the principles underlying all communication, especially how to handle business problem situations with letters, memos, and written and oral reports.
D. To understand form, style, and tone and to use them for more effective letters, memos, and written and oral reports.
E. To further develop the power to inform and persuade others through the use of language.
F. To gather, organize, and evaluate facts and ideas in order to reach conclusions and make recommendations.
G. To appreciate the importance of international business communication, understand the complexity of cross-cultural communication, learn guidelines for cross-cultural communication, and become aware of key resources in international business communication.
VII. **Course Content:**

A. Business Communication Fundamentals
   1. Business communication foundations
   2. Principles of business communication
   3. Developing business messages
   4. Communication technologies and techniques
   5. Business English

B. Correspondence Applications
   1. Formats of letters and memos
   2. Negative news messages
   3. Persuasive messages

C. Written Report Applications
   1. Business studies and proposals
   2. Report preparation
   3. Graphic aids

D. Oral Communication Application
   1. Listening and nonverbal communication
   2. Improving your oral communication
   3. Communicating orally

E. Special Communication Applications
   1. International business communication
   2. The job search and resume
   3. Employment communication and interviewing

VIII. **Instructional Activities:** Lectures, class discussions, case problems, and oral reports constitute the majority of classroom activities.

IX. **Field and Clinical Experiences:** None

X. **Resources:** chalkboard, overhead projector, videotape recorder, and handouts.

XI. **Grading Procedures:**

A. **Weight of Various Assignments**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Communication Fundamentals Test</td>
<td>25%</td>
</tr>
<tr>
<td>Resume/Application Letter</td>
<td>10%</td>
</tr>
<tr>
<td>Negative News Message Test</td>
<td>10%</td>
</tr>
<tr>
<td>Written Proposal</td>
<td>10%</td>
</tr>
<tr>
<td>Written Report</td>
<td>15%</td>
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<tr>
<td>Oral Report</td>
<td>10%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
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B. Grading Scale: 90 - 100 A
   80 - 89  B
   70 - 79  C
   60 - 69  D
   59 and below E

On all exams and written assignments graded, the content grade will be weighted two-thirds; and the grammar, spelling, and punctuation grade will be weighted one-third. (Exception - Resume/Application Letter)

Outside assignments must be turned in at the beginning of the class period on their due dates. Late assignments will have 5 points deducted from total points for each day late. NO EXTRA CREDIT GIVEN.

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

XII. Attendance Policy:

A. Participation in class discussions and completion of homework are important in the development of your understanding of business communication. You have to be present to participate. Your semester grade average may be altered as much as two points by class participation, i.e., an 88 may become a 90 or an 81 may become a 79.

B. Exam and Assignment Make-up Procedures. Make-ups are a privilege, not a right. If you see that you are going to miss an exam or due date assignment because of illness, death of an immediate family member, or university trip, it is your responsibility to notify your instructor personally prior to the scheduled exam or due date. You must discuss your situation with your instructor only, not the office secretary or student workers. Leaving a message for your instructor with the secretary or student workers does not fulfill your responsibility, and you will not be permitted to make up the exam or turn your assignment in late. **Be prepared to produce written proof of your absence.** Do not ask to make up an exam or turn an assignment in late because you failed to study. Only one exam may be made up. All make-ups will be given at the same time on the same day during the last week of regular classes. Absolutely no make-ups will be given during finals week. The make-up exam is comprehensive.

C. **E-mailing does not count as contacting your teacher.**
XIII. Text and References:


Dictionary.
Thesaurus.

XIV. Prerequisite: ENG 102 or the equivalent.

XV. Other: This syllabus may be changed during the semester at the discretion of the instructor. The students will be notified of all such changes.

A schedule for the semester is attached.

Students who have a disability should inform the instructor as soon as possible.

XVI. Academic Dishonesty Policy:

It is the policy of the College of Business and Public Affairs that (1) all instances of academic dishonesty will receive appropriate punitive action from the faculty member in whose class such dishonesty occurs AND (2) the names of students involved in acts of dishonesty will be reported in every instance to the Dean.

Read the College's complete Academic Dishonesty Policy that is posted on the wall of all classrooms or refer to the following website.

[http://www.murraystate.edu/cbpa/PDF/Honesty.pdf](http://www.murraystate.edu/cbpa/PDF/Honesty.pdf)