



BUED 2200

Division: Business and Technology

Department: Business Education

Course: BUED 2200

Title: Business Communications

Catalog Description:

This course teaches principles of and practice in preparing business letters, memorandums, reports, and oral communications.

General Education Requirements: N/A

Semesters Offered: TBA

Credit/Time Requirement: Credit: 3; Lecture: 3; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: No

Justification:

Business Communication is a core course for the ASB and AAS business education degrees, and for the one-year certificates of completion in BUED. This course is recommended for Business transfer students. This course gives students the theory behind successful letter-writing, report-writing, and presentation strategies for various business situations both individually and collaboratively. Students are given practice in creating many types of business letters, one comprehensive business report, and an oral presentation. A review of grammar, spelling, punctuation, and word usage also helps students become more proficient at both written and oral communication.

Student Learning Outcomes:

- Read all assigned text material and complete assignments relating to discussion focus.
- Complete all assignments relating to grammar, punctuation, spelling, word usage, etc.
- Compose and type all assigned letters and memos and complete a formal report.
- Give an oral presentation to the class.
- Participate in group activities.
- Take tests covering text chapters.

Content:

- The basic principles of grammar and punctuation.
- The appropriate use of words and expressions.
- The psychological principles of behavior that govern human responses keeping ethical business practices in mind.
- The effective use of the four basic elements of communication writing, speaking, reading, and

listening.

- The opportunity to show initiative and creativity in writing and speaking activities.
- The demonstration of informal communications skills in group interaction and interpersonal relations.
- The most effective procedures for writing business letters and memos.
- The composition of business letters and memos for solving different types of business needs.
- The use of the internet for resource and research.
- The procedure for compiling a well-planned, organized report.
- Compile a well-planned, organized report and give an oral presentation for the class.

General Education Outcomes:

2) Write clearly, informatively, and persuasively.

The student will know the background and will practice writing business letters, common memorandums, and reports. Emphasis is given to proper physical presentations of letters, memos, and reports, to correctness of communications, and to proper business research methods.

3) Speak effectively in a variety of contexts.

The student will learn professional tips for managing nonverbal cues, overcoming listening barriers, developing speaking skills, planning and participating in meetings, and making productive telephone calls.

4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

The student will have practice in writing e-mails and memos, which have become the most used communication channels in the business world.

Key Performance Indicators:

In Class Assessment--

- Students will be assessed on written quizzes and exams--30%
- Students will be assessed on written letters, memos, reports, and oral presentations--45%
- Students will be assessed on assignments--25%

Following the Class Assessment--

- The student will be able to produce clear, concise business communications.
- The student will be able to communicate orally by being able to organize concepts into a logical order and present them with clarity within a group or to an audience.
- The student will gain the ability to present a report in front of an audience.
- The student will be able to apply the principles of written communications on the job.

Representative Text and/or Supplies:

Guffey, Mary Ellen. *Business Communication Process AND Product*, Thomson/South-Western Publishing, current edition or equivalent.

Guffey, Mary Ellen. *Essentials of Business Communications*. Thomson/South-Western Publishing, current

edition or equivalent.

Optimum Class Size: 20

Maximum Class Size: 20

Signatures:

I hereby submit this course syllabus:

Lisa Anderson, MS, Associate Professor

I hereby find this course consistent with the goals and resources of the Business Education Department:

, , , Chair

I hereby find this course consistent with the goals and resources of the Business and Technology Division:

Doug Dyreng, MS, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)