



# COURSE SYLLABUS

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## SECTION 1: COURSE INFORMATION

**Format:** Eight weeks.

**Course ID:** BBUS 2113

**Course Title:** Business Communications

**College:** College of Unrestricted Education - Department of Business and Leadership

**Prerequisites:** ENGL 1233

**Credit Hours:** 3

**Instructor:** See the online course in MyFIRE for instructor contact information and availability.

### Course Description

This course will study effective communication in a professional environment. The course prepares students to create effective letters, reports, electronic, and other forms of business writing and presentations.

## Course Overview

Business Communication will provide a practical foundation for professional communication genres and plain language writing style. You will learn how to compose in plain language and how to draft common business documents like memos, white papers, business letters, resumes, and cover letters as well as speeches and collaborative communications.

## Course Workload

Time spent on course assignments will vary by student depending on familiarity with course content, reading rate of speed, writing rate of speed, and other individual factors. Based on averages for most students, it is estimated that the course workload estimate for this course is 58.88 (7.36 hours per week).

## Course Materials

1. Open educational resources are provided each week via the following online text: Business Communication for Success. Saylor Academy.

Required and optional textbooks are accessed and ordered through SEU's bookstore. Required and optional textbooks are accessed and ordered through [SEU's bookstore](#).

**Disclaimer:** The resources utilized in this course provide information, thoughts and insights that should encourage critical thinking on the part of the student. Please note as well that as an Assembly of God institution, Southeastern University does not necessarily endorse specific personal, religious, philosophical, or political positions found in these resources.

## Course Topics

**The purpose of this course is to introduce, reinforce, and measure learning on the following topics:**

- Plain Language Movement
- Communication Theory
- Flows of Communication
- Managing Messages for Specific Goals
- Written and Oral Communication Delivery
- Strategies to Coordinate Information in Both Formal and Informal Contexts
- Collaborating and Communicating Effectively

## Intended Learning Outcomes

**As a result of reading, study, and assessments in this course, the student should be able to:**

1. Demonstrate communication theory as it applies to organizations.
2. Discuss ways to improve and develop flows of information.
3. Manage written, verbal, and social media messages for specific goals.
4. Discuss the ethical concerns regarding truth and deception.
5. Implement strategies to coordinate information in both formal and informal contexts.
6. Assess the effectiveness of communication and suggest methods to augment results.
7. Collaborate and communicate effectively when conducting business and/or working with colleagues.

### Key Performance Indicators

Students who successfully complete this course will demonstrate their learning through performance-based activities and assessments. Successful students will:

1. Demonstrate an understanding of plain language and communication

theory as it applies to organizations

2. Describe the dynamics of effective communications and its ramifications to corporate culture
3. Analyze communication flows as to the degree they achieve their intended purposes
4. Discuss ways to improve and develop flows of information
5. Manage written, verbal and electronic media for specific goals
6. Articulate and discuss the ethical concerns regarding truth and deception
7. Critique written and oral communication delivery

### **Late Work**

None accepted.

### **Extra Credit**

None accepted.

## **SECTION 2: SOUTHEASTERN POLICIES**

### Academic Policies

View this link to see Southeastern's Policies regarding SEU's Mission and Vision Statements, Title IX Statement, Student Services, Class Participation, Official Email, MyFIRE Use, Technical Difficulties, Technical Support, Disability Statement, Academic Honesty, Course Evaluation, Official Withdrawal, Grading Scale, and Netiquette.

## SECTION 3: COURSE SCHEDULE

The **Course Schedule** provides a listing of your work in this course. The assessments are listed by Module and include the due dates and point values.

**Note:** Assignments are due by 11:59 p.m. EST on the due date, unless otherwise noted.

## AIM, LEARN, AND APPLY DESCRIPTIONS

### Aim



When you see the Aim icon, you will be introduced to topics and ideas that will be covered throughout this module. The AIM will also provide you with a glimpse into your learning objectives and an introduction to this module.

### Learn



When you see the Learn icon, all of your reading assignments will be listed and may include additional resources that your instructor is providing to help you complete the activities and assessments for the module.

### Apply



When you see the Apply Icon, it will be time to demonstrate your learning for the module. The items here are those in which you'll be graded and may include discussions, activities, assignments, quizzes, exams, and projects.

**MODULE 1**

**XX/XX/XX – XX/XX/XX**



- Identify the history of plain language.
- Define the elements of plain language and usability.
- Translate messages into professional writing style.
- Identify the process for creating effective messages.



- Read and view resources provided in course.



- Module 1 Discussion Forum
  - Due: Thursday, Tuesday
  - Points: 100
- Plain Language Document Revision
  - Due: Tuesday
  - Points: 100

## SECTION 3: COURSE SCHEDULE

### MODULE 2:

**XX/XX/XX – XX/XX/XX**



- Identify how primary and secondary groups meet our interpersonal needs.
- Identify group member types and roles. Identify how to implement steps for group problem-solving.
- Identify how to prepare for and conduct business meetings.
- Identify the basic principles of organizational communication.
- Discuss a time when you were part of a successful collaboration.
- Submit the final draft of your white paper assignment.



- Read and view resources provided in course.



- Discussion Module 2 Discussion Forum
  - Due: Thursday, Tuesday
  - Points: 100
- Group Discussion Forum: Collaborative Business Correspondence Assignment
  - Due: Tuesday
  - Points: N/A

**MODULE 3:**  
**XX/XX/XX – XX/XX/XX**



- Describe and define language.
- Identify the role of language in perception and the communication process.
- Describe how language serves to shape our experience of reality.
- Discuss how thought influences language. Write a business memo.
- Create an abstract that deals with the successful use of electronic communication in a company or organization.



- Read and view resources provided in course.



- Discussion Module 3 Discussion Forum
  - Due: Thursday, Tuesday
  - Points: 100
- Group Discussion Forum: Collaborative Business Correspondence Assignment
  - Due: Tuesday
  - Points: 100

**MODULE 4:**  
**XX/XX/XX – XX/XX/XX**



- Express the spiritual principle of ethical communication.
- Relate communication to document usability.



- Read and view resources provided in course.



- Module 4 Discussion Forum
  - Due: Thursday, Tuesday
  - Points: 100
- Group Submission: Collaborative Business Correspondence Assignment
  - Due: Tuesday
  - Points: 100

**MODULE 5:**  
**XX/XX/XX – XX/XX/XX**



- Discuss how a resume and cover letter can make you stand out to a potential employer.
- Develop a resume to a position in your preferred career field.
- Develop a follow-up letter for an assumed position that you've applied for.



- Read and view resources provided in course.



- Discussion for Module 5 Discussion Forum
  - Due: Thursday, Tuesday
  - Points: 100
- Resume and Cover Letter
  - Due: Tuesday
  - Points: 100

**MODULE 6:**  
**XX/XX/XX – XX/XX/XX**



- Introduction to the white paper genre in business communication.
- Draft a proposal for your own white paper topic.



- Read and view resources provided in course.



- White Paper Proposal
  - Due: Tuesday
  - Points: 100

**MODULE 7:**  
**XX/XX/XX – XX/XX/XX**



- Label and discuss the three main components of the rhetorical situation.
- Demonstrate how to use the five structural parts of any speech.
- Discuss your experiences with public speaking and how to cope with anxiety.
- Create an outline and presentation for a six-minute speech.



- Read and view resources provided in course.



- Discussion for Module 7 Discussion Forum
  - Due: Thursday, Tuesday
  - Points: 100
- Six-Minute Speech
  - Due: Tuesday
  - Points: 100

**MODULE 8:**  
**XX/XX/XX – XX/XX/XX**



- Reflect on the learning you've acquired through this course.
- Plan for your continued growth as a professional communicator.
- Submit a formal white paper.
- Consider digital professional communication via email and social media.



- Read and view resources provided in course.



- Discussion for Module 8 Discussion Forum: Social Media Discussion Post
  - Due: Thursday, Tuesday
  - Points: 100
- Final Draft of White Paper
  - Due: Tuesday
  - Points: 100

## SECTION 4: ASSESSMENTS

### Weekly Assignments

#### 1. Discussion Forums

##### Description

Each week (except for Week 6), students will respond to the Discussion Forum prompt (Week 3 contains two discussion forums). The original response is due by Thursday at midnight, and responses to peers' posts must be completed by Tuesday 11:59 PM following the weekly class sessions. The discussion forum expectations and rubric are provided in the course.

#### 2. Revisions and Proposals

##### Description

Assignments in this category include the Plain Language Document Revision and White Paper Proposal. Details regarding expectations and rubrics are provided in the course.

##### Total Possible Points

1000

##### Grade Weight

50%

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### Major Writing Assignments

##### Description

Students will produce several documents for various business scenarios that require appropriate and professional communication. The documents will be evaluated on how well the message is communicated – audience, tone, content and format. Documents are to be written according to the chapter model(s) and submitted by Tuesday at 11:55 PM following the weekly class sessions.

These assignments include:

- Collaborative Business Writing Assignment
- Resume and Cover Letter
- Six-Minute Speech
- Final White Paper

**Total Possible Points**

400

**Grade Weight**

50%



