

**Monfort College of Business**  
**Semester Course Syllabus**

**(2015-2016)**

COURSE PREFIX/TITLE: BA 205 – Business Communications

Sem. Hrs. 3

Ed. Cap: 45

CATALOG DESCRIPTION: (Laboratory arranged) Prerequisite: ENG 122. Composition course emphasizing planning, organizing, and presenting written business communications for decision making. Use of computer software programs integrated in the writing of business correspondence and reports. (LAC, gtP).

PREREQUISITES: ENG 122

COURSE OBJECTIVES:

1. To plan, organize, and present written business communications and reports that require analysis of problems and data;
2. To utilize computer software to compose business correspondence and written reports that include graphic aids;
3. To demonstrate in written correspondence and business reports the ability to interpret, analyze, and recommend solutions to common organizational business problems;
4. To apply research and problem solving skills in communicating results for a realistic audience in an organization.
5. To demonstrate knowledge of standard English usage with respect to grammar, punctuation, and spelling.
6. To demonstrate the ability to incorporate source material into writing.

MCB ASSURANCE OF LEARNING GOALS AND OBJECTIVES:

Learning Goal	Learning Objective	Course Coverage
Be knowledgeable of key concepts in core business curriculum	Students will demonstrate a firm understanding of core business concepts.	
Be effective communicators	Students will prepare and deliver quality presentations on a business topic.	Objectives 3, 4
	Students will prepare quality business documents.	Objectives 1, 2, 3, 4, 5, 6
Demonstrate conceptual and analytical skills	Students will analyze data & information to identify key problems, generate and evaluate appropriate alternatives, and propose a feasible alternative.	Objective 1
Be proficient with technology	Students will demonstrate proficiency in common business software packages.	Objective 1
Demonstrate ethical awareness	Students will be knowledgeable about ethics and social responsibility.	
	Students will identify the ethical issue or problem, analyze the consequences for various stakeholders, and develop an acceptable resolution.	
Be proficient with discipline-specific knowledge	Students will demonstrate a firm understanding of discipline-specific knowledge within their emphasis.	
	Students will demonstrate competency with advanced topics within their emphasis.	

### COURSE TOPICS:

Approx.  
50 Min.

<u>Periods</u>	<u>Topics Covered</u>	<u>Description</u>
3	Basic Grammar Review	Style, tone, and correctness.
3	Orientation to Software-Computer Applications for Business Communications	Computer usage; available programs for writing analysis, grammar review, and word processing.
2	Effective Communication in Organizations	Goals, barriers, processes, and international business communication.
3	Planning for Business Composition	Problem-solving techniques, audience analysis; purpose/goal.
8	Organizing for Business Composition	Collecting, analyzing, concluding, solving, and Communicating situations for internal/external organizational problems.
14	Presenting Written Business Compositions	Writing, composing and formatting various types of business correspondence, as applied to specific business situations involving business systems, practices, and ethics.
3	Defining Written Expectations in One's Job Search	Resume, employment letters, interviews, and related correspondence.
3	Presenting Information Orally	Oral business reports.
6	Examinations	Review materials and explain results.
45	Total	

### COURSE REQUIREMENTS:

1. Students will write a minimum of eight compositions a semester including business letters focusing on solving problems, responding to requests, persuading others, building good will, seeking employment and others.
2. Students will also write at least one properly documented business report using business publications as secondary sources.
3. Periodic examinations on class content.
4. Students must also make an oral presentation related to their business report.

TYPE OF GRADING: Letter

**SUGGESTED TEXT AND/OR SUPPLEMENTS:** (Note: These books are only suggested. Prior to purchasing books and other materials, students need to check with the class instructor for their book and class material choices.)

Guffey, *Business communication: process and product*, (7<sup>th</sup> ed.), Cengage Learning. (The book and problem sets are all online.)

Lehman, C., & DuFrene, D. (2011), *Business communication*, (16<sup>th</sup> ed.). Cengage Learning.

Locker, K. & Kaczmarek, S. (2011), *Business Communication: Building critical skills*, (5<sup>th</sup> ed.). McGraw-Hill.

Hynes, G., (2011), *Managerial Communication: Strategies and applications*, (5<sup>th</sup> ed.). McGraw-Hill.

**ASSESSMENT STATEMENT:** The Monfort College of Business may collect data in this course that will be used to assess student progress toward our program learning goals and objectives. Individual student performance information will be kept confidential; however, this data may be disseminated in an aggregate form to professional groups and through research publications. If you do not wish your performance in this class to be included in research about overall student performance (beyond the accreditation process), please inform your instructor in writing of this intent.

**COMPUTER UTILIZATION:** Students are given in-class instruction in word processing and graphics. All written assignments submitted by students must be computer generated. Computer generated graphics are required for their final report and oral presentation. Students are encouraged to use the College's computing facilities to complete their assignments. The student computer labs in Kepner Hall provide support for word processors, spreadsheets, databases, writing-style checkers, and presentation graphics. Internet and e-mail access are available in the labs. Student consultants are on duty at the labs to assist with these applications.

**LIBRARY UTILIZATION:** Students are encouraged to use the Michener Library collections and online subscription information resources to supplement readings and to complete assignments. Library databases are available at <http://libguides.unco.edu/business>. The business reference librarian, Kendra Spahr, holds regular Kepner office hours. Find her contact information at <http://mcb.unco.edu/Directory/Faculty/ourPeople.cfm/Highlight/Kendra.Spahr>.

**GLOBAL DIMENSION COVERAGE:** Three class periods are devoted to the discussion of international business communications; the discussion is integrated throughout the course. Points discussed are the differences in communicating in various cultures.

**ETHICAL DIMENSION COVERAGE:** The ethics of writing are stressed. Emphasis is placed on reporting accurate information without bias, documenting sources which may be included, and taking responsibility for presenting original work. Business ethics are also discussed in relation to writing assignments which present various business scenarios. Students must consider various ethical issues in order to complete these assignments.

**Students with Disabilities:** Any student requesting disability accommodation for this class must inform the instructor giving appropriate notice. Students are encouraged to contact Disability Support Services at (970) 351-2289 to certify documentation of disability and to ensure appropriate accommodations are implemented in a timely manner.

**CLASSROOM TECHNOLOGY GUIDELINES:** Each student is required to review and become familiar with the following classroom technology guidelines:  
<http://www.mcb.unco.edu/Technology/Classroom%20Technology%20Guidelines.pdf>

**FOOD AND BEVERAGE GUIDELINE:** Food is not allowed in classrooms. Only drinks in a container with a screw top lid are allowed.

#### **KENNETH W. MONFORT COLLEGE OF BUSINESS STATEMENT**

The Kenneth W. Monfort College of Business students are expected to conduct themselves in accordance with the highest standards of academic honesty. Cheating, plagiarism, illegitimate possession and disposition of examinations, alteration, forgery, or falsification of official records and documents, and similar acts or the attempt to engage in such acts are grounds for disciplinary action. This action can include the following in addition to any University disciplinary action:

1. A failing grade for a particular assignment.
2. A failing grade for a particular course.
3. Suspension from the College of Business Administration.
4. Expulsion from the College of Business Administration.

Students are expected to complete all prerequisites for a business class prior to the first day of class. Students may not concurrently enroll in a class and its prerequisite(s) unless it is expressly stated in the bulletin that the class is a co-requisite. Any exception to this policy must be approved by the Chair of the School offering the class.

Students must submit original works for assignments required in this class. This includes term papers, cases and other course requirements. A student who submits a work that was previously submitted to another class without prior approval from the instructor is in violation of this policy. A student who violates this policy may receive a failing grade for the assignment, a failing grade for the class, and face termination of his/her business degree program.

Additionally, the Dean of Students Office may be notified in writing of all violations of academic honesty in this class.

#### **MONFORT COLLEGE OF BUSINESS STUDENT CODE OF PROFESSIONAL CONDUCT**

Monfort College of Business students represent the professional and academic interests of the entire MCB & UNC communities. Accordingly, MCB expects all students to behave in a professional manner and adhere to high ethical standards in every business class and in every activity connected with the Monfort College of Business. This professional behavior is required not only in the classroom but also in all MCB-related interactions such as e-mails, conferences and use of technology.

MCB students should exhibit respectful behavior in classes. This behavior includes arriving on time to class, staying in class until the lecture ends, having the discipline to stay engaged in class, turning-off or silencing cell phones and pagers while in class, refraining from text-messaging, and avoiding coming to class wearing clothing that is unduly provocative or has written messages that are rude, insensitive or obscene. MCB students should engage in respectful behavior in all activities where they act directly or indirectly as a representative of the MCB. Respectful behavior creates a more desirable, civilized, and productive learning environment, and it models behavior that is both productive and pleasant when students transition from the classroom to the workplace.

MCB students should master and apply the fundamental skill of preparing and sending class or university related e-mails that are properly written, show professionalism and communicate a clear message. E-mails containing profanity, spelling mistakes, punctuation errors, or poor composition evidence sloppiness and show disrespect to the recipient. MCB students should use proper forms of address when communicating orally or in writing with faculty or staff (i.e., Dr. Smith, Professor Jones, Ms. Abbot, etc.). If a student does not know how to address a faculty member, he or she should ask.

This code of professional conduct complements, but does not replace the Honor Code of the Monfort College of Business or the Honor Code of the University.

