

Bossier Parish Community College

Syllabus

Course Prefix and Number: BADM 220

Credit Hours: 3

Course Title: Business Communications

Course Prerequisites: ENGL 102 and CIS105.

TEXTBOOK: Business Communication Today by Thill, John V. & Bovee, Courtland; Pearson/Prentice Hall Publishers

Course Description: Develops the student's verbal and non verbal communication. Emphasis on analyzing critical factors influencing communication effectiveness and writing business letters along with a practical grammar review. Also includes preparation and presentation of a business report and documents relating to the employment process.

Learning Outcomes:

At the end of this course, students will

- A. demonstrate the use of memorandums, notes, email messages, and letters in businesses.
- B. apply skills in solving business problems through planning and writing techniques.
- C. compile an effective personal resume and application letter.
- D. practice skills necessary for successful presentations.

To achieve the learning outcomes, the students will

(The letter designations at the end of each statement refer to the learning outcome(s).)

1. have mastered the appropriate use of memorandums, notes, email messages, and letters in businesses when they can: (A)
 - a. create an approved format and type a memorandum.
 - b. write a legible handwritten message of congratulations, appreciation, or condolences on a stationery note card.
 - c. send and receive email messages to develop a dialog with the instructor.
 - d. create a letterhead that contains all of the mandatory components and at least one of the optional components.
 - e. organize a letter using the deductive or inductive approach.

2. have mastered the skills in solving business problems through planning and writing techniques when they can: (B)
 - a. decide what organizational method should be used for different types of messages in letters.
 - b. choose a business-related research topic from their own academic or work experience.
 - c. develop the presentation of their research project.
3. have mastered the compilation of an effective resume and application letter when they can: (C)
 - a. create a letterhead showing their personal return address
 - b. organize an application letter and resume
 - c. write an application letter and resume with a 70% grammatical accuracy
4. have mastered the practice of skills necessary for a successful presentation when they can: (D)
 - a. create a Power Point presentation of no less than 15 slides.
 - b. document their research sources and references.
 - c. present orally to their classmates their research topic speech.

Course Requirements:

- A. Students are expected to attend classes regularly. Excessive unexcused absences constitute grounds for suspension as outlined in the *BPCC Student Handbook*.
- B. Students must have access to Microsoft Word and Power Point software programs and the textbook. The software is available to the students during their class time and in the Technology Resource Center housed in the second floor of the library.

Course Grading:

- A. Letter grades will be assigned based on a ten point grading scale (90-100 = 'A', 80-89='B', 70-79='C', 60-69='D', 0-59='F').
- B. Although Instructors may give other assignments, they will give at least a midterm and a comprehensive final examination.