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Central Michigan University  
College of Business Administration

**MASTER COURSE SYLLABUS**

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<u>BIS</u>	<u>360</u>	<u>Business Communication</u>	<u>3 (3-0) F, SP, SU</u>
Design.	No.	Title	Credit (Mode)

**I.** *Bulletin* Description:

Development of an understanding of the communication process through business letters, memorandums, business reports, and oral presentations.

**II.** Prerequisites:

ENG 201; 56 semesters hours completed.

**III.** Rationale for Course Level:

**IV.** Textbooks and Other Materials to be Furnished by the Student:

Featheringham, Richard and Csapo, Nancy. *Business Communication: Topics and Activities*. Kendall/Hunt Publishing, 1<sup>st</sup> Edition, 2002.

OR

Guffey, Mary Ellen. *Business Communication: Process and Product*. Cincinnati: South-Western College Publishing, 4<sup>th</sup> Edition, 2002.

**V.** Special Requirements of the Course:

Students must have access to current computer hardware and software.

**VI.** General Methodology Used in Teaching the Course:

1. Group team activities
2. Written and oral applications
3. Cases, simulations, problems
4. Lecture
5. Discussion
6. Guest speakers

**VII.** Course Objectives:

1. The student will develop an understanding of the role communication plays in business and develop a knowledge of the communication process and the basic qualities of effective communication.

2. The student will develop an awareness of the importance of logical reasoning in problem solving as it applies to typical business communication structures (e.g., letters, reports, and other messages.)
3. The student will develop the ability to write correctly with proper emphasis on spelling, grammar, punctuation, and completeness of sentences; to make clear, concise, and informative statements; and to organize thoughts in well-structured paragraphs.
4. The student will develop knowledge of the proper form and basic qualities of business documents, letters, and reports through writing assignments simulating situations occurring in business organizations.
5. The student will become familiar with sources of business information and the techniques for collecting data necessary for the preparation of documents in business.
6. The student will demonstrate the accepted techniques of oral communication.
7. The student will study and prepare employment communications, including a resume, cover letter, and other employment communications.
8. The student will develop an understanding of non-written business communications; e.g., listening, nonverbal communication, intercultural communications, and visual communications.
9. The student will demonstrate ethical behavior through appropriate communication and case studies.
10. Demonstrate human relations skills through the use of effective listening techniques and interpersonal skills within a group setting (team building).

**VIII. Course Outline:**

Week	Topic
1-3	1. Core Communication Concepts: <ol style="list-style-type: none"> <li>a. Business Communication and Computers</li> <li>b. Communication Foundations and Processes</li> <li>c. Ethical Considerations</li> <li>d. Nonverbal Communication</li> <li>e. Communication Technology</li> <li>f. Managing Organization Communication</li> <li>g. Work-team Communication</li> </ol>

- 4-6            2. Written Communication Principles:
  - a. Organizing for Written Communication
  - b. The C's of Communication
  - c. Grammar and Punctuation
  - d. Routine and Favorable Messages
  - e. Unfavorable Message
  - f. Persuasive Messages
  - g. Business Reports
  
- 7-8            3. Employment Communication:
  - a. Resumes and Job Application Letters
  - b. Interviews
  - c. Employment Letters
    - (1)      Accepting a Job
    - (2)      Declining a Job
    - (3)      Recommending Others for a Job
  
- 9-11          4. Oral Communication
  - a. Planning, Illustrating, and Delivering the Business Presentation
  - b. Graphic Arts
  - c. Effective Multi-media Presentations
  
- 12-13        5. Listening and Nonverbal Communication
  
- 14-15        6. Multicultural/International Business Communication
  - a. Cultural Awareness strategy
  - b. Cultural Barriers to Good Communication
  - c. The Languages of International Business

16      FINAL EXAM

**IX.**    Evaluation:

Written Communication	25 %
Oral Communicatoin	25 %
Employment Communication	25 %
English Mechanics	10 %
Individual and Team Participation	<u>15 %</u>
	100%

**X.**    Bibliography:

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- Beamer, L. (1992). Learning Intercultural Competence. *Journal of Business Communication*, 29 (3), 285-303.
- Bilbow, G. (1998). Look Who's Talking: An Analysis of "Chair Talk" in Business Meetings. *Journal of Business Technical Communication*, 12, 157-197.
- Bradley, L.A. (1993) A Contextual Theory for Business Writing. *Journal of Business and Technical Communication*, 7, 452-471.
- Guffey, Mary Ellen. *Business Communication News*, Thomson South-Western, Mason, Ohio, Fall 2002.
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- Hemby, K.V. (1998). Predicting Computer Anxiety in the Business Communication Classroom: Facts, Figures and Teaching Strategies. *Journal of Business and Technical Communication*, 12, 89-108.
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- Housel, Debra J., *Team Dynamics*, South-Western, 2002.
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- Netzely, Michael, and Snow, Craig, *Guide to Report Writing*, Prentice Hall, 2002.
- Presentations Magazine. (Available on-line: [presentations.com](http://presentations.com))
- Rozumalski, L.P., and Graves, M.F. (1995). Effects of Case and Traditional Assignments on Writing Projects and Processes. *Journal of Business Technical Communication*, 9, 77-102.
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Syllabus Prepared by: Dr. Richard Featheringham  
Name

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Signature

9/28/02  
Date