

Business Communication

Business Administration 360

Section: D200

Term: 2002 Summer

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Discussion Topics: Course Objectives

BUS 360 is designed to provide students with the strategies and skills to communicate more effectively in the business world. The emphasis in BUS 360 is on written communication.

Business communication skills are vital to succeeding and advancing in most careers. From the moment you apply to join an organization, you are judged on how well you can present yourself and your ideas in writing. Fortunately, strategies can be taught that will improve the business writing skills of all students - strong writers, as well as those who find writing difficult.

In BUS 360, students will learn:

- To recognize the characteristics and benefits of effective business writing.
- To identify and address the most common obstacles to successful business communication.
- To apply strategies for planning, drafting and revising business documents.
- To analyze, evaluate, and improve their own (and others') business writing.
- To adapt their writing to a variety of purposes, audiences, and situations.

Course Coverage:

- What is effective business writing?
- The writing process (planning, drafting, and revising)
- Direct memos and letters
- Negative news letters and memos
- Resumes and cover letters

Business Communication

- Persuasive messages

- Informal Reports

- Formal Reports

Grading: 10% Memo

15% Letter

10% Resume Package

15% Portfolio

20% Formal report

25% Final Exam

100%

Required Texts: Guffey, Rhodes & Rogin; Business Communication: Process & Product, 3rd ed, Nelson: 2001.

Recommended Texts:

Materials/Supplies:

Prerequisite/Corequisite: Prerequisites:

60 credit hours.

Notes:

This outline is derived from a course outline repository database that was maintained by SFU Student Services and the University's IT Services Department. The database was retired in 2014 and the data migrated to SFU Archives in 2015.