

Business Communication

Business Administration 360

Section: D100

Term: 2001 Spring

Instructor: K. Stewart

Office: WMX 4323

Phone: 291-5410

e-mail: kstewart@sfu.ca

Discussion Topics: Course Objectives

BUS 360 aims to give you writing strategies you can confidently adapt to a wide range of professional situations (differing subjects, audiences, purposes, etc). Because the primary goal of BUS 360 is to raise your communication performance to a professionally acceptable level (rather than to have you memorize or theorize about communication knowledge), this is a learn by doing course. The primary means of instruction and learning will be guided practice in realistic business contexts. The thinking strategies and behaviors applied by expert writers will be emphasized.

Grading: 10% Memo

10% Letter

10% Resume Package

15% Writing Portfolio

30% Formal report

25% Final Exam

100%

Required Texts: Guffey, Rhodes & Rogin; Business Communication: Process & Product, 2nd ed, Nelson: 1999.

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

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2014 and the data migrated to SFU Archives in 2015.