

## **Business Communication**

Business Administration 360

Section: D200

Term: 2003 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. While the main emphasis in BUS 360 is on written communication - memos, letter, email, reports, and employment documents - other types of communication are important and will be addressed

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. The more effectively you learn to communicate, the greater your opportunities for success in an increasingly competitive business world. Fortunately, strategies to improve business communication skills can be taught.

In BUS 360 you will learn:

- v To appreciate why effective communication is important in the workplace

- v To recognize the characteristics and benefits of effective business writing

- v To identify and address the most common obstacles to successful business communication

- v To apply strategies for planning, drafting and revising business documents

- v To analyze, evaluate, and improve their own (and others\202) business writing

- v To adapt their writing to a variety of purposes, audiences, and situations

- v To organize and create an influential presentation

Course Coverage:

Bus 360 is intended to give you practical communication skills using current, accepted standards. The following topics will be covered, with an emphasis on practicing the techniques learned.

- v What is effective business writing?

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- v The writing process (planning drafting, and revising)
- v Direct memos and letters
- v Negative news letters and memos
- v Résumés and cover letters
- v Persuasive messages
- v Formal reports
- v Communication Foundations
- v Presentations

Grading: 1. In-Class Memo/Letter May 30 10%

2. Letter June 20 10%

3. Resume Package July 11 10%

4. Formal Report July 18 20%

5. Portfolio July 25 15%

6. Presentation July 25/Aug 1 10%

7. Final Exam TBA 25%

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

Recommended Texts:

Materials/Supplies:

Prerequisite/Corequisite: Prerequisites:

60 credit hours.

Notes: Take-home assignments must be word-processed (double spaced) and submitted at the beginning of class on the due date.

You will be expected to take part in class and group discussions and activities. The primary goal of this course is to raise your communication performance to a professionally acceptable level within realistic business contexts.

## **Business Communication**

BUS 360 has a 3-hour closed-book final examination worth 25% of the total grade. Past exams have included: short answer, document analysis, and document writing. The final exam will cover the material presented in the text and in lectures, and the skills practiced in the portfolio exercises and graded assignments.

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.