

Business Communication

Business Administration 360

Section: D200

Term: 2002 Spring

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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.

You will be expected to take part in class and group discussions. As the central component to this course is the "application" of what you are learning to realistic business scenarios, your active participation is essential for your success in the course.

Grading: 10% Business Letter

10% Business Proposal

5% Group Presentation

10% Job Package

25% Research Portfolio

15% Writing Portfolio

25% Exam

100% Total

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

Guffey, Mary Ellen. Study Guide to Accompany Business Communication: Process and Product, 3rd Canadian edition. Adapted by Panteli Tritchew. Nels

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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.