

Business Communication

Business Administration 360

Section: D100

Term: 1998 Summer

Instructor: Tanya Teslenko

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Discussion Topics: Course Objectives:

BUS 360 aims to give you writing and speaking skills you can confidently adapt to a wide range of professional situations (differing subjects, audiences, purposes, authorial roles, contexts, formats and genres).

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 real communication with real audiences for real world purposes. The thinking strategies and behaviours applied by expert writers will be emphasized. The use of visual aids to writing and speaking will be discussed and encouraged.

BUS 360 is not a language or remedial writing course. It assumes you have a strong ability to control (use correctly while communicating) the surface elements of writing and speaking, such as grammar and syntax, spelling, punctuation and pronunciation. Although BUS 360 emphasizes sending skills (writing and speaking) it is also concerned with developing your receiving skills. Therefore, you are encouraged to practice active listening and reading at all times, in this course and others.

Employment trends in today's business environment include multiple employment contracts, life-long learning, and coping with constant organizational changes. The Career Management Module has been added to BUS 360 to equip you to develop and implement strategic career plans. Following a marketing analogy, the career module will empower you to Understand the Product (assess transferable skills, interests, values and personality style), Understand the Customer (research labour market trends and the hidden job market), and Sell the Product to Targeted Customers (prepare effective resumes, cover letters, proposals and interview strategies).

Course Coverage:

- Writing Processes (Planning, Generating, Composing, Revising, Editing)

- Audience Analysis

- Informative Writing and Speaking

Business Communication

- Persuasive Writing and Speaking

- Essays, Memos, Letters and Reports

- Principles of Structure

- Organization and Coherence

- Business Styles

- Document Design

- Visual Aids

- Collaborative Writing

- Strategies and Techniques of Oral Presentations

Course Organization:

In addition to the three hour BUS 360 class each week, students must successfully complete the associated Career Management module. Each module meets for a total of 12 hours; 3 hours per week for 4 weeks. Prior to beginning the module, students must complete a career assessment (MBTI). A group session will be held to administer the assessment. Allow at least 45 minutes to complete it. You must bring the receipt from your Career Management resource package to exchange for the assessments.

Students will be able to sign up for both a module and an assessment time during the first class.

Assessments:

- 1) T May 12 15:30-16:20 WMX 2230

- 2) T May 12 18:30-19:20 WMX 2230

Career Management modules:

- 1) M May 25, Jun 8, 15, 22 9:30-12:20 WMX 2230

- 2) M May 25, Jun 8, 15, 22 13:30-16:20 WMX 2230

Business Communication

3) T May 26, Jun 9, 16, 23 13:30-16:20 WMX 2230

4) T May 26, Jun 9, 16, 23 18:30-21:20 WMX 2230

Grading: To be announced during the first class.

Required Texts: Guffey, Rhodes & Rogin; Business Communication: Process & Product; 1st ed., Nelson.

Kaplan; Don\202t Wait \214til You Graduate; Cacee: 1995.

Recommended Texts:

Materials/Supplies: Resource Package for the Career Workshop module, available from the SFU Bookstore. It includes a text: Bradshaw; Career Management: 1995, and a voucher for one career assessment: Myers-Briggs Type Indicator (MBTI), with computer generated narrative rep

Prerequisite/Corequisite: Prerequisites:

60 credit hours.

Notes: Please read Chapter 1 of the Guffey text before the first class.

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.