

**University of Arkansas – Fort Smith
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General Syllabus

BUSI 20103 Business Communications

Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0

Prerequisite(s): ENGL 10203 Composition II or ENGL 14343 Honor Composition and SPCH 10003 Introduction to Speech Communication

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

The theories and principles of good oral, written, interpersonal, and group communication for business are studied. Simulated and real-world communication problems are used to emphasize the effect organizational settings have on the communication process. (ACTS: BUS 2013)

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Design and deliver effective, audience-centered business letters, memos, and email.
2. Design, organize, and deliver analytical, persuasive, and problem-solving business reports and proposals.
3. Design and deliver effective, audience-centered, oral business presentations to inform and/or to persuade.
4. Design and use graphics and PowerPoint slides in reports, proposals, and oral business presentations effectively and ethically.
5. Select and use appropriate communication channels for optimal effect.
6. Enact effective interpersonal and team communication skills.
7. Analyze nonverbal communication across cultures.
8. Analyze barriers to intercultural business communication.
9. Use effective listening skills.
10. Develop employment documents and interview skills.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills - Students will analyze business problems and use decision-making methodologies to devise workable solutions via letters, memoranda, reports, and proposals.

Communication Skills (written and oral)

Students will improve, clarify and polish written, interpersonal, group, and oral presentation communications.

Global and Cultural Perspectives

Students will reflect upon true-to-life business scenarios that address issues of diversity and global business climate.

III. Major Course Topics

- A. Communication Flow in Organizations
- B. Behavioral Theories that Impact communication
- C. Group Communication
- D. Organizing and Composing Messages
- E. Revising and Proofreading Messages
- F. Writing Good-News, Routine, and Goodwill Messages
- G. Writing Memos and Electronic Communication
- H. Writing Bad-News Messages
- I. Writing Persuasive Messages and Sales Messages
- J. Research methods and the Report Process
- K. Organizing and Preparing Reports and Proposals
- L. Designing and Delivering Business Presentations
- M. Employment Process