

# North Central Michigan College

NCMC CURRICULUM/COURSE OUTLINE FOR YEARS: 2001-2003DIVISION/AREA: HumanitiesDEPARTMENT: BusinessAREA DEAN: Timothy Dykstra, Ph.D.ORIGINATOR: Carol Noel Fleming

DIVISION DIRECTOR: Robert J. Marsh, Ph.D., P.E.

TOTAL HOURS OF INSTRUCTION: 3    Lecture: 3    Lab: 0    Total Contact Hours:COURSE NUMBER: B 207CREDIT HOURS: 3COURSE TITLE: BUSINESS COMMUNICATIONSTRANSFERABLE? YES  NO  TO: CMU, EMU, NMU, LSSU

PREREQUISITE(S)/COREQUISITE(S)/ADVISORY: ENG 111 and either ENG 112 or the permission of the instructor.

CATALOG DESCRIPTION: This course provides insight into real-life business situations and provides extensive coverage of communication theory, ethics, cultural diversity, teamwork, law, information technology, public speaking, interviewing, and the writing process. Coursework requires students to plan, research and deliver oral presentations and compose business proposals, reports, letters and employment application materials. Students will benefit from acquiring strong communication skills, which are considered one of the most important indicators of success in today's business environment.

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## GENERAL EDUCATION OUTCOMES OR OCCUPATIONAL PROGRAM OUTCOMES

Refer to College catalog (p. 55) or specific occupational program outcomes and describe how this course meets those outcomes. This course contributes to the development of the following core competencies basic to all graduating students:

**How to reason effectively and think critically:** Students must demonstrate the ability to:

- analyze an audience for the purpose of selecting, organizing, reasoning and delivering an oral and written report that is audience-centered.
- Listen responsibly, analyze and constructively critique their own work and that of their peers.
- recognize biases and assumptions, evaluate the reliability of evidence, determine the validity of reasoning, and make informed judgments and decisions.
- demonstrate an attitude of intellectual curiosity and skepticism, objectivity and open-mindedness, and flexibility to consider new ideas and new viewpoints.

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**How to communicate effectively in oral form:** Students must demonstrate the ability to:

- independently research and prepare an oral report/proposal that demonstrate their aptitude to express ideas and knowledge in a manner others can understand.

GENERAL EDUCATIONAL OUTCOMES (continued)

- select a topic and organize a presentation with supporting material appropriate for purpose, audience and occasion.
- use appropriate and effective pronunciation, grammar, articulation, nonverbal cues and delivery skills for the audience and occasion.
- be responsible listeners, evaluate information and provide feedback to other speakers.

**How to communicate effectively in written form:** Students must demonstrate the ability to:

- select, organize and develop ideas in a variety of business documents.
- locate and gather information from primary and secondary sources and incorporate quotation, paraphrase and summary from such sources into written documents.
- write standard English using the principles of correct grammar, punctuation, and spelling.

**How to participate fully in society and the world:** Students must demonstrate:

- an awareness and sensitivity to different cultures both within the U.S. and globally.
- the ability to make decisions and modify business practices and correspondence to successfully communicate across cultures.

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COURSE OBJECTIVES & OUTCOMES: Upon successful completion of this course, students will:

- understand the purposes and process of communication in business and industry.
- recognize and effectively analyze different types of business writing.
- be familiar with different types of business documents and be able to write and revise them with a clear sense of audience and purpose.
- understand the importance of ethics in the business environment.
- understand and be sensitive to the relationship between culture and business communications and practices.
- know and effectively use appropriate design and format for a variety of business document.
- be able to choose the proper channel for business communications.
- understand the role and advantages and disadvantages of communication technology in business (e-mail, video conferencing, fax, etc.).
- know how to effectively use Power Point in a business setting.
- have the ability to “sell” themselves to potential employers.

Students will meet these outcomes by:

- planning, researching, writing, revising and delivering a business report/proposal.
- using concepts and ideas from text and lecture materials to critique their own work and that of their peers.
- learning consensus, collaboration and teamwork and practicing public speaking in a group research and presentation project.
- writing different types of business documents that are audience-centered.
- maintaining a written portfolio of responses to Critical Questions, exercises and case studies from the text.
- completing a job search manual (a self inventory) that focuses on education, training, aptitudes, and interests and how these factors affect employment potential
- write a cover letter, resume and follow-up letter to a potential employers
- conducting a real-life job search.

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COURSE OBJECTIVES AND OUTCOMES (continued)

- interview an employee and be interviewed by a potential employer.
- actively participating in lecture, class discussions and document analysis and evaluation.

METHODS OF INSTRUCTION: Lecture, collaborative work, experiential activities, whole-class discussion, in-class and take-home writing, guest speakers, peer editing, role-play.

METHODS OF EVALUATION: Written and oral business report/proposal, attendance and participation, peer evaluation, employment package, group project, quizzes/exams, and portfolio (responses to critical thinking questions, exercises and case studies from the text). All business writing is evaluated on content, structure, style, format and mechanics.

REQUIRED TEXTS: (Representative List) Bovee, Courtland L. and Thill, John V. *Business Communications Today*.

Optional supplementary Materials:

Reasonable accommodations may be provided for students with documented physical, sensory, cognitive, systemic, and/or psychiatric disabilities. Please contact the Education Opportunity Program (EOP) at (231) 348-6687 to arrange services for this course.

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TIME ALLOWANCE AND SEQUENCE OF INSTRUCTION: (Course Outline)

Week 1	Introduction to syllabus and Business Communications
Week 2	Chapters 1-3 Foundations of Business Communications: listening, teamwork, nonverbal communication, ethics and intercultural business
Week 3	Chapters 4-6 The Writing Process: Planning, organizing, composing, revision
Week 4	Chapters 7-8 Writing Good Will and Bad News Messages
Week 5	Chapter 9 Writing Persuasive Messages
Week 6	Chapter 17 Writing Resumes and Application Letters, Employment package Chapter 18 Interviewing
Week 7	Mock employment interviews
Week 8	Chapter 10 Communication Technologies and the Internet
Week 9	Chapters 11-12 Finding, Evaluating and Processing Information, Communicating through Graphs and other Visuals; PowerPoint Demonstration
Week 10	Chapters 13-14 Communicating Through Reports; Planning, Organizing and Writing Reports and Proposals
Week 11	In Class: discuss Chapters 15-16 Completing Formal Reports and Proposals; Giving Speeches and Oral Presentations
Week 12	Report – working plans due
Week 13	Independent work on reports
Week 14	Work on reports; evaluate rough drafts and peer editing
Week 15	Oral and written reports/proposals due
Week 16	Oral and written reports