

# Business Communications(CM)

BUS 2200

## This Syllabus

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This “Simple Syllabus” is provided to fulfill an institutional accreditation requirement. For the full student syllabus, please visit the “Student Syllabus”.

## Instructor Information

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**Phone:**

**Email:**

**Office Location:**

**Office Hours**

## Course Description

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In this course students will develop critical reading, thinking, listening, speaking, and writing skills for business. Students will also conduct research, assess communication situations, make effective arguments, work in teams, and present business research and service-learning projects to a target audience.

Pre-Requisite(s): ENGL 1010 w/C grade or better

Semester(s): All

## Course Student Learning Outcomes

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- ♦ Students demonstrate functional literacy as they employ typical forms of business documents.

- Students read and respond to written and oral communication situations effectively and persuasively, respond creatively to varied and complex business situations, create effective documents in accepted business style and forms for diverse writing situations, use current business software applications effectively and appropriately.
- Students function well in group work, present information both formally and informally, use interpersonal and group oral communication to produce collaborative documents, recognize how communication skills can help promote their career as well as serve the interests of an organization, its clients, and the community.
- Students develop critical literacy as they critically research business writing in the workplace, identify and challenge their own assumptions about business writing and oral communication and their importance in the business world.
- Students distinguish between claims and evidence, support all claims with credible evidence, conduct and employ primary and secondary research.
- Students make helpful connections with local businesses or non-profit organizations.

## Communication Plan

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See the "Student Syllabus" for the best ways to contact me.

## Assignment Schedule

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Due Date	Assignment Name	Assignment Type	Points
	<a href="#">Introduce Yourself</a>	Discussion	0
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	<a href="#">Module 2 Test Discussion</a>	Discussion	0
	<a href="#">Presentation Showcase</a>	Discussion	0

Due Date	Assignment Name	Assignment Type	Points
8/27	<a href="#">Introduction Video (Individual)</a>	Discussion	15
8/27	<a href="#">Orientation Quiz</a>	Quiz	25
8/27	<a href="#">Quiz: Effective Teams</a>	Quiz	40
9/3	<a href="#">Meet the Team (Group)</a>	Assignment	40
9/10	<a href="#">Quiz: Effective Meetings</a>	Quiz	40
9/10	<a href="#">Team Charter (Group)</a>	Assignment	40
9/17	<a href="#">Purpose (Group)</a>	Assignment	40
9/24	<a href="#">Group Feedback Session &amp; Personal Reflection (Individual)</a>	Assignment	40
9/24	<a href="#">Quiz: Giving and Receiving Feedback</a>	Quiz	40
10/1	<a href="#">Stakeholder Assessment (Group)</a>	Assignment	40
10/8	<a href="#">Audience Analysis (Group)</a>	Assignment	40
10/8	<a href="#">Quiz: Reality Check</a>	Quiz	5
10/15	<a href="#">Campaign Team Meeting (Group)</a>	Assignment	40
10/15	<a href="#">Tuckman Model Reflection (Individual)</a>	Assignment	40
10/22	<a href="#">Rewrite an Email (Individual)</a>	Assignment	40

Due Date	Assignment Name	Assignment Type	Points
10/29	<a href="#">Channel Analysis (Group).</a>	Assignment	40
10/29	<a href="#">Progress Report #1 (Individual).</a>	Assignment	20
11/5	<a href="#">Progress Report #2 (Individual).</a>	Assignment	20
11/5	<a href="#">Style Guide (Group).</a>	Assignment	40
11/12	<a href="#">Messaging (Group)</a>	Assignment	40
11/12	<a href="#">Progress Report #3 (Individual).</a>	Assignment	20
11/12	<a href="#">Quiz: Communication Fundamentals</a>	Quiz	40
11/19	<a href="#">Extra Credit</a>	Assignment	0
11/19	<a href="#">Strategic Communications Plan (Group).</a>	Assignment	80
12/3	<a href="#">Campaign Deliverables (Group).</a>	Assignment	80
12/10	<a href="#">ePortfolio Reflection (Individual).</a>	Assignment	15
12/10	<a href="#">Presenting Your Strategic Communications Campaign (Group).</a>	Assignment	80

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## Brief Description of Assignments/Exams

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This course includes a variety of assessment tools, including quizzes, exams, discussions, written assignments, and the like. You can get a fuller understanding of the assignments by clicking on the "Assignments" link in the left-hand navigation bar.

## Grading Scale

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A	100	to 94%
A-	< 94	to 90%
B+	< 90	to 87%
B	< 87	to 84%
B-	< 84	to 80%
C+	< 80	to 77%
C	< 77	to 74%
C-	< 74	to 70%
D+	< 70	to 67%
D	< 67	to 64%
D-	< 64	to 61%
F	< 61	to 0%

## Institutional Policies

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As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

You can access the document by clicking on the following link:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>

## Learning Support and Tutoring Services

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We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, please visit the Institutional Syllabus under the Tutoring and Learning Support tab: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

## Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, please visit the Institutional Syllabus under the Advising and Counseling Support Services tab: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

## Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)