Business Communications(CM)

BUS - 2200 001

Course Description

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

- 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.

College Wide Student Learning Outcomes

- 1. Students acquire substantive knowledge in their intended major. 2. Students communicate effectively. 3. Students develop quantitative literacies necessary for their chosen field of study. 4. Students think critically and creatively. 5. Students develop the knowledge and skills to be a community engaged learner and scholar. 6. Students develop the knowledge and skills to work with others in a professional and constructive manner. 7. Students develop computer and information literacy.

Course Prerequisites

English 1010 with a C or better.

Transfer/Certification/Licensure/Employment Information

N/A

Engagement Plan

Example language:

- I will respond to email within 24 hours unless it's a holiday or weekend. I will offer feedback on major assignments within one week. The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.
- In this course I will be posting interactive announcements which will offer specific opportunities for class questions and extra credit if any prior to due date.
- Additionally, I will be participating in the discussion forums with you to share my perspective within the discipline and to offer some nuances of interpretation that may not be present in your textbook.

- Lastly, I am available to small group Q & A sessions, where we can learn from our peers (and faculty) on some of the more difficult units within the course.

Course Content Advisory

Some students are hesitant to work in teams. Some students will not reach out to the team and it may cause frustration amongst peers. A student may want to take charge of the team and not be mindful to share space for others to collaborate and make decisions. Please work with professor through these problems

Keys for Success (how to succeed in the course)

1. Do all coursework

2. Communicate problems with the professor as soon as they start. Especially if you have a team assigned and no one is responding to you or including you in team meetings and work.

3. Check Canvas Inbox for messages with instructions on how to complete upcoming assignments

4. Complete readings and watch videos in each module

5. Be responsive to teammates

6. Complete work assigned by team

Additional Materials

This course uses Professor's Schiffbauer's videos and other scholarly written articles. There is no required textbook. Also, I will send emails with extra instructions to help students capture full points on assignments. I also send out sample work from previous students.

General Education Information

CM

This course fulfills the above requirement for the General Education Program at Salt Lake Community College. It is designed not only to teach the information and skills required by the discipline, but also to develop vital workplace skills and to teach strategies and skills that can be used for life-long learning.

General Education courses teach basic skills as well as broaden a student's knowledge of a wide range of subjects. Education is much more than the acquisition of facts; it is being able to use information in meaningful ways in order to enrich one's life.

While the subject of each course is important and useful, we become truly educated through making connections of such varied information with the different methods of organizing human experience that are practiced by different disciplines. Therefore, this course, when combined with other General Education courses, will enable you to develop broader perspectives and deeper understandings of your community and the world, as well as challenge previously held assumptions about the world and its inhabitants.

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	Introduce Yourself	Discussion	0
8/31/25	Introduction Video	Discussion	20
8/31/25	Orientation Quiz: Let's Do This!	Quiz	14
9/7/25	Exam Study Guide: Jumpstart Your Semester	Assignment	10
9/21/25	Quiz: Fundamentals of Communication	Quiz	40
9/28/25	Assignment: Critique an Email	Assignment	35

Due Date	Assignment Name	Assignment Type	Points
9/28/25	[Assignment: Meet the Team](#)	Assignment	75
10/5/25	[Assignment: Team Charter & Purpose Objective Statement (Part 1 of Communications Plan)](#)	Assignment	75
10/19/25	[Assignment: Audience Analysis (Part 2)](#)	Assignment	50
10/26/25	[Quiz: Effective Teams](#)	Quiz	60
11/2/25	[Assignment: Communications Campaign Team Meeting (submit a detailed agenda)](#)	Assignment	30
11/2/25	[Quiz: Effective Meetings](#)	Quiz	25
11/2/25	[Quiz: Giving and Receiving Feedback](#)	Quiz	35
11/9/25	[Quiz: Exam](#)	Quiz	70
11/16/25	[Exam Study Guide: Completed](#)	Assignment	30
11/23/25	[GE Signature Assignment: Strategic Communications Plan (Completed Parts 1 through 5)](#)	Assignment	100

Due Date	Assignment Name	Assignment Type	Points
11/25/25	GE Signature Assignment: Presenting Your Strategic Communications Campaign	Assignment	100
11/30/25	Extra Credit: Faculty Evaluation	Assignment	0
12/2/25	GE Signature Assignment: Final Communications Campaign Deliverables (Students who volunteer need to submit their timesheet here 25% will be screenshot of channel points and 75% will be hour completion points)	Assignment	150
12/7/25	Assignment: GE Reflection	Assignment	20
12/7/25	Attendance	Assignment	40

Brief Description of Assignments/Exams

This class is a combination of individual work and teamwork. You cannot work on team assignments alone because they will not be graded.

Grading Scale

100 to 94%

A

< 94 to 90%

A-

< 90 to 87%

B+

< 87 to 84%

B

< 84 to 80%

B-

< 80 to 77%

C+

< 77 to 74%

C

< 74 to 70%

C-

< 70 to 67%

D+

< 67 to 64%

D

< 64 to 61%

D-

< 61 to 0%

F

Academic Integrity

I use plagiarism checker. If students have a certain amount of plagiarism detected, they will get an email from the professor and will be given a chance to resubmit work for points.

You can use AI or software to do the following:

- Format citations into APA for you. I like using https://www.citationmachine.net/apa, or References in Word.
- Re-word or fix grammar. You may paste your original writing into AI and ask it fix for grammar, clarity, or conciseness. If high use of AI is marked by detention tool, you may be asked to submit your original paper as evidence you did the initial writing, so keep an unedited AI version of your paper.
- You may use AI to format the paper in APA. APA can be a lot to learn initially. It requires a cover page, page numbers at the top right hand, headers throughout the document, specific citations, and a reference page.
- Any other use of AI is prohibited on this paper. This paper is considered an assessment of your skills and ability to research and analyze a career.

How to Navigate to Canvas

Institutional Policies

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.

For more information, navigate to the Institutional Policies tab on the [Institutional Syllabus](#) page.

Learning Support and Tutoring Services

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, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. 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, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. 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](#)

Additional Policies

Late Work Policy: Individual assignments may be turned in late except the ones due the last two weeks of the semester due to grade submission deadline. Teamwork are not allowed to be turned in late due to the impact it causes on all participants in the group.