

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 300

BUSINESS COMMUNICATION

COURSE DESCRIPTION

Essential to all business professionals is a sound understanding of the theories and practice of organizational communication. This dynamic course presents the fundamentals of written, verbal, nonverbal, and technological communication. As individuals and in groups, students will prepare business memos, letters, and formal reports, deliver presentations, conduct Internet research, and employ new technologies for communication.

RATIONALE

Communication is one the most important aspects of an individual's professional and personal life. All organizations understand the value of communication and seek employees that have strong communication skills. The purpose of this course is to equip students with the basic foundations of communication in a business setting.

I. PREREQUISITES

ENGL 102 and CMIS 201

II. REQUIRED RESOURCE PURCHASES

Click on the following link to view the required resources for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. SUGGESTED RESOURCE PURCHASE

The Publication Manual of the American Psychological Association.

IV. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio and video equipment
- B. Internet access (broadband recommended)
- C. Microsoft Word and PowerPoint
(Microsoft Office is available at a special discount to Liberty University students.)

V. MEASURABLE LEARNING OUTCOMES

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

- A. Explain communication foundations and analysis.
- B. Display proficiency in the use of key terminology frequently encountered in the most common areas of business communication.
- C. Integrate a biblical worldview for effective communication.

- D. Analyze differences in various communication channels such as electronic, voice, and written.
- E. Prepare business reports and presentations.
- F. Construct an outline for an oral presentation in accordance with standard outline procedure.
- G. Create a PowerPoint presentation for a professional business setting.

VI. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations

- B. Discussion Board Forums (4)

In Modules/Weeks 1, 3, 5, & 7, each student will be required to post a thread of 250-350 words in answer to one of the four questions presented, citing at least 2 appropriate sources in correct APA format.

In Modules/Weeks 2, 4, 6, & 8, each student will be required to post a substantive written reply, following the 2 by 2 format, of 200–300 words to one other student's thread.

Threads and replies are due at the end of the assigned module/week.

- C. Research Project

Each student will complete this project in two steps earning two separate grades. To help put this in perspective, the scenario is that their supervisor has assigned a 45–60-minute training session on some aspect of professional communication. This project will be created in 2 parts, listed below.

1. Research Outline

Each student will prepare a two-page outline (using standard outline format) that could be used during a business training session on some aspect of professional communication. At least 5 appropriate references are required for this assignment. This assignment is due at the end of Module/Week 4.

2. PowerPoint Presentation

Using the Research Outline, each student will prepare not fewer than 15 content PowerPoint slides, which present the information on some aspect of professional communication. This assignment is due at the end of Module/Week 7.

- D. Tests (3)

Three tests will be required in this course. Test 1 covers Module/Weeks 1–3, Test 2 covers Modules/Weeks 4 & 5, and Test 3 covers Modules/Weeks 6–8. All tests are open-book/open-notes with 50 true/false and multiple-choice questions. The tests must be taken in one sitting. Students will be given 75-minutes to complete each test with a 2-point penalty for each minute over that time.

VII. COURSE GRADING AND POLICIES

A. Points

Discussion Board Forums		
Threads	(4 at 70 pts ea)	280
Replies	(4 at 40 pts ea)	160
Research Project		
Research Outline		100
PowerPoint Presentation		160
Tests	(3 at 100 pts ea)	300
	Total	1000

B. Scale

A = 900–1000 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Plagiarism Policy

Failure to cite all sources used in any assignment, or plagiarism of any kind, will result in a grade of zero. Plagiarism occurs when a student either includes the words of others in an assignment without properly attributing the source, or 'cuts and pastes' from a source directly onto an assignment without including quotation marks with source attribution. This is discussed further in the Student Expectations within the Syllabus and Assignment Instructions folder.

D. Late work

Late work will not be accepted, and there are no extra credit assignments.

E. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations.

COURSE SCHEDULE

BUSI 300

Textbook: Lehman & DuFrene, *BCOM* (2012).

WEEK/ MODULE	READING & STUDY	ASSIGNMENTS	POINTS
1	Lehman & DuFrene: chs. 1 & 2 2 presentations	Course Requirements Checklist Class Introductions Discussion Board Forum 1 thread	0 0 70
2	Lehman & DuFrene: chs. 3 & 4 3 presentations	Discussion Board Forum 1 reply	40
3	Lehman & DuFrene: chs. 5 1 presentation	Discussion Board Forum 2 thread Test 1	70 100
4	Lehman & DeFrene: chs. 6 & 7 1 presentation	Discussion Board Forum 2 reply Research Project – Research Outline	40 100
5	Lehman & DuFrene: chs. 8 2 presentations	Discussion Board Forum 3 thread Test 2	70 100
6	Lehman & DuFrene: chs. 9 & 10 1 presentation	Discussion Board Forum 3 reply	40
7	Lehman & DuFrene: chs. 11 & 12 1 presentation	Discussion Board Forum 4 thread Research Project – PowerPoint Presentation	70 160
8	Lehman & DuFrene: chs 13 & 14 3 presentations	Discussion Board Forum 4 reply Test 3	40 100
TOTAL			1000

NOTE: Each course week (except week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.