

Received: June 25, 2013

1. College: **Nelson Rusche College of Business**
2. Department: **Business Communication and Legal Studies**
3. Course status: **existing; requires modification**
4. Course prefix and number: **BCM 247**
5. Course title: **Business Communication**
6. Course catalog description: **Business Communication (BUSI 2304) - Application of business communication principles through creation of effective business documents and oral presentations. Includes study and application of team communication and use of technology to facilitate the communication process. Prerequisites: Six hours from ENG 131, ENG 132, or ENG 133.**
7. Number of semester credit hours: **3**
8. Estimated total course enrollment per year: **1100**
9. Course prerequisites and/or required qualifications for enrolling in the class: **Six hours from ENG 131, ENG 132, or ENG 133.**
10. Course **is/will be** available online.
11. Foundational Component Area: **Component Area Communication**
12. Explain why this course fits into this foundation component area: **This course fits into the SFA component area option as 3 hours from communication. While the course includes all the communication components, it focuses most on the written aspect of business communication documents. The content of the course includes communication theory related to the effect of messages, ways to understand the audience, and building communication skills for persuasive communication. The content of the course is supported by a common textbook for all sections that provides content for instruction on key areas of business communication including writing good news, bad news, and persuasive messages. Understanding oral communication and creating visuals for presentations with presentation software is also included in the course instruction. Student assignments include analyzing the audience, the specific occasion and the subject in order to write good news, bad news, and persuasive messages. Students are asked to develop an analytical report that requires locating appropriate secondary research and using that research to make appropriate conclusions and recommendations in the report. An oral presentation based on research is also a required component of the course. This course is open to all majors who meet the prerequisites.**
13. Core Objectives
 - Critical Thinking - Faculty instruction will be focusing on critical thinking skills through criteria in the textbook such as selecting appropriate message plans and matching the writing focus to the intended audience. In addition, critical thinking will be used when students conduct secondary research, determine the value of various sources, and use the resources in the development of the report. While critical thinking will be used in many aspects of the course by students, the key assignment will be to write a report that will involve evaluation, selecting appropriate secondary research, design of supporting visuals, analysis of information, and synthesis of information into effective conclusions and recommendations.

- Communication Skills - Students will be instructed with textbook support in issues relating to developing communication strategies and in expressing those ideas effectively through written, oral and visual communication. The communication strategies will be primarily practiced through writing good news, bad news, and persuasive news messages. In addition, students will write a report that involves research and analysis. The report will include visual communication such as graphics to support the report ideas. Students are required to make an oral presentation that includes visual communication utilizing presentation software.
- Teamwork - Students will learn about teamwork skills through class instruction and experiential learning. Textbook support is provided in two chapters of the text. Students work in teams throughout the semester on a variety of activities and assignments. Students learn to consider different points of view in order to work effectively to produce the desired team accomplishments. Students will write a reflective evaluation focusing on the contributions and interactions of each team member as well as their own.
- Personal Responsibility - Students will be instructed on the ethical considerations associated with excellent business communication. Case studies are used to help students understand the need for ethical decisions surrounding business communication. Throughout the course, ethical issues such as the following are addressed: writing as a representative of the company rather than with a personal viewpoint, deciding what information should be kept confidential when communicating, following the ethical codes of the company when communicating, understanding plagiarism and the ethics involved, making a persuasive argument in an ethical manner, and using an ethical design when creating graphics so information will not be distorted. In the report assignment, students will use proper referencing of secondary resources and graphics will be analyzed for ethical presentation. Students will be asked to analyze a case, determine the ethical issues that are involved, and make a recommendation for action.

Contact person for questions about this submission:

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