# 11/26/2022

# brcc keystone logo

Baton Rouge Community College

*Academic Affairs Master Syllabus*

Date Approved: 2 February 2023

Term and Year of Implementation: Spring 2023

**Course Title:** Business Communication

**BRCC Course Rubric:** BUSN 2403

**Previous Course Rubric**: BUSN 240

**Lecture Hours per week-Lab Hours per week-Credit Hours**: 3-0-3

**Per semester: Lecture Hours-Lab Hours-Instructional Contact Hours**: 45-0-45

**Louisiana Common Course Number:**

**CIP Code:** 52.0501

**Course Description:** Introduces theory and application of communication in the business world. Includes oral, written, and various electronic means of communication. This course requires a materials fee.

**Prerequisites:**  None

**Co-requisites:** None

**Suggested Enrollment Cap:** 30

**Learning Outcomes.** *Upon successful completion of this course, the students will be able to:*

1. Design effective written business correspondence.

2. Organize a professional resume.

3. Integrate professional image and interview skills during a mock interview.

4. Demonstrate the ability to work successfully in a team.

5. Deliver an effective, self-designed, oral business presentation.

**Assessment Measures.** Assessment of all learning outcomes will be measured using the following methods:

1. Business correspondence assignment

2. Creation of a professional resume

3. Completion of mock interview

4. Team assignment with peer and instructor rating of student

5. Delivery of oral presentation

**Information to be included on the Instructor’s Course Syllabi:**

* ***Disability Statement*:** Baton Rouge Community College seeks to meet the needs of its students in many ways. See the Office of Disability Services to receive suggestions for disability statements that should be included in each syllabus.
* ***Grading:*** The College grading policy should be included in the course syllabus. Any special practices should also go here. This should include the instructor’s and/or the department’s policy for make-up work. For example in a speech course, “Speeches not given on due date will receive no grade higher than a sixty” or “Make-up work will not be accepted after the last day of class”.
* ***Attendance Policy*:** Include the overall attendance policy of the college. Instructors may want to add additional information in individual syllabi to meet the needs of their courses.
* ***General Policies*:** Instructors’ policy on the use of things such as beepers and cell phones and/or hand held programmable calculators should be covered in this section.
* ***Cheating and Plagiarism*:** This must be included in all syllabi and should include the penalties for incidents in a given class. Students should have a clear idea of what constitutes cheating in a given course.
* ***Safety Concerns:*** In some courses, this may be a major issue. For example, “No student will be allowed in the lab without safety glasses”. General statements such as, “Items that may be harmful to one’s self or others should not be brought to class”.
* ***Library/ Learning Resources:*** Since the development of the total person is part of our mission, assignments in the library and/or the Learning Resources Center should be included to assist students in enhancing skills and in using resources. Students should be encouraged to use the library for reading enjoyment as part of lifelong learning.

**Expanded Course Outline:**

I. Communication Foundations

A. Communicating at Work

B. Communicating in Small Groups and Teams

C. Workplace Listening and Nonverbal Communication

D. Communicating Across Cultures

II. The Writing Process

A. Analyzing, Anticipating, Adapting

B. Researching, Organizing, Composing

C. Revising, Proofreading, Evaluating

III. Business Correspondence

A. Routine E-Mail Messages and Memos

B. Routine Letters and Goodwill Messages

C. Persuasive and Sales Messages

D. Negative Messages

IV. Presentations

A. Preparing Effective Oral Presentations

B. Organizing the Content

C. Speaking with Confidence

V. Employment Communication

A. Preparing for Employment

B. Resumes

C. Cover Letters

D. Follow-Up Letters

E. Other Employment Documents