



Syllabus

BUS 123 Business Communications

General Information

Date

January 18th, 2021

Department

Business

Course Prefix

BUS

Course Number

123

Course Title

Business Communications

Course Information

Credit Hours

3

Lecture Contact Hours

3

Lab Contact Hours

0

Other Contact Hours

0

Catalog Description

This class is designed for a student entering any part of the business world, where good communications skills are essential. It is a comprehensive introduction to theory and practice of basic business communication skills. Emphasis is placed on the process of communication and on typical forms of business communication, such as business reports, different types of business messages, including electronic messages, and employment communication.

Prerequisites

ENG 101

Co-requisites

None

Grading Scheme

Letter

First Year Experience/Capstone Designation

This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed category

None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

None

Course Learning Outcomes

Course Learning Outcomes

1. Evaluate purpose, audience, and communication channels for a variety of business communications.
2. Analyze information and data to prepare well organized business reports.
3. Create ethical business messages adapted to different contexts, situations, and cultures.
4. Apply conventions (grammar, punctuation, paragraphing, tone, mechanics, etc.) to different writing situations.
5. Prepare an effective resume and cover letter.

Program Affiliation

This course is required as a core program course in the following program

AAS Accounting, AAS Business Administration, AAS Hospitality and Tourism Management - Food and Beverage Management, AAS Hospitality and Tourism Management - Hotel and Resort Management , AAS Hospitality and Tourism Management - Tourism Management , AAS Paralegal, and AS Business Administration

Outline of Topics Covered

I. Communication Foundations

- Business Communication in the Digital Age
- Grammar Basics
- Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills
- Intercultural Communication

II. The Writing Process in the Digital Age

- Planning Business Messages
- Organizing and Drafting Business Messages
- Revising Business Messages

III. Workplace Communication

- Short Workplace Messages and Digital Media
- Positive Messages
- Negative Messages

IV. Reports, Proposals, and Presentations

- Reporting in the Digital Age Workplace
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Informal Business Reports

V. Employment Communication

- The Job Search and Resumes
- Interviewing and Following Up