



Wayne County Community College District

COURSE SYLLABUS

BUS 240 Business Communications

CREDIT HOURS: 3.00

CONTACT HOURS: 45.00

COURSE DESCRIPTION:

This course examines the basic elements of oral and written communications applying basic skills already acquired in the business setting. A study and practice of writing letters, memoranda, short papers and a research paper drawing on business sources. Oral presentations are required.

PREREQUISITES: ENG 120

EXPECTED COMPETENCIES

Upon successful completion of this course, students will:

1. Understand the components of effective communication.
2. Recognize the strengths and weaknesses of the various communication channels.
3. Adapt messages to specific audiences.
4. Develop a persuasive argument; know the elements of an effective presentation.
5. Write an influential document.
6. Appreciate the basics of career management.
7. Understand the effective uses of communication technology.
8. Create an interpersonal influence strategy.
9. Recognize the ways groups can be most effective.
10. Appreciate the complexities of advanced communication situations such as negotiations.

ASSESSMENT METHODS:

Student performance may be assessed by examination, quizzes, case studies, oral conversation, group discussion, oral presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

GRADING SCALE:

90%-100% = A
80%-89.9% = B
70%-79.9% = C
60%-69.9% = D
<60% = E