

BUS220NT – Business Communications - Course Syllabus

Course Number - Name: BUS220NT – Business Communications

Course Credits: 3

Duration: 8 Weeks

Course Description:

A practical approach to help leaders increase the effectiveness of their organizations. Students will produce a communications audit that covers superior/subordinate relations, network disorders, feedback processes, meeting strategies, and organizational speaking and writing.

Business Program Learning Outcomes (PLOs*):

#	PLOs
1	Communicate effectively in a professional and diverse global environment.
2	Analyze business problems using appropriate theories and techniques.
3	Demonstrate digital literacy throughout their program.
4	Demonstrate foundational knowledge of the functional areas of business.
5	Work effectively in a team situation.
6	Articulate a biblical understanding of key business concepts.
7	Integrate discipline, specific knowledge, and skills into a complete business plan.

*Every Business course must include assessments of some, but not all of the PLOs. The highlighted ones are assessed in this course.

Student Learning Outcomes (SLOs):

#	SLOs	Bloom's*	PLO(s)~
1	Demonstrate proficiency in basic language arts.	3	1
2	Discuss business communication topics considering a biblical worldview.	3	6
3	Evaluate information for written reports.	5	7
4	Evaluate team communication using a biblical worldview.	5	5, 6
5	Create viable solutions from the analysis of real-world problems that use a biblical worldview.	6	2, 6
6	Create and present an oral report.	6	1
7	Create various types of business documents.	6	4

*Indicates Bloom's Taxonomy cognitive domain level.

~Indicates which PLO(s) are aligned with the SLO.

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Biblical Worldview Integration Plan:

1. Most discussions will have a component that addresses a biblical worldview or Christlike behavior.
2. Each week will have a brief reflection paper that allows the student to respond to a specific biblical passage as it relates to the weekly content. These will be the “Lower Order Thinking” assignments.
3. The essays, video presentations, and narrated PowerPoints will ask the students to include a biblical basis for how they chose to approach the material.

Required to Purchase Media:

McLean, Scott. *Effective Business Communication, 3rd Edition*. Flatworld. March 2021. ISBN-13: 978-1-4533-3425-6 (Digital)

Grading Grid:

Assessments (# in parentheses) - # pts. each if > 1	Total Points
Discussions (8) - 25 pts. each	200
Reflection journal entries (8) - 25 pts. each	200
Week 1 – Essay	75
Week 2 – Essay	75
Week 3 – Business Writing Samples	75
Week 4 – Narrated PowerPoint Presentation	75
Week 5 – Research Plan	75
Week 6 – Video of Oral Presentation	75
Week 7 – Case Study Analysis	75
Week 8 – Business Writing Samples	75
Total Points:	1,000

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Course Schedule:

Week 1

Media:

1. McLean, Chapter 1
2. Self-Fulfilling Prophecy Video
3. Let's Revive the Golden Rule Video
4. The Importance of Communication in Leadership Video

Assignments:

1. Assignment 1-1 Reflection Journal Entry - See Instructions in the course.
2. Assignment 1-2 Communication Essay - See Instructions in the course.
3. Wk1 Discussion - See Instructions in the course.

Week 2

Media:

1. McLean, Chapters 2 & 3
2. Maslow's Hierarchy of Needs Video
3. Audience Analysis Video
4. Close Analytical Reading of Informational Text Video

Assignments:

1. Assignment 2-1 Reflection Journal Entry - See Instructions in the course.
2. Assignment 2-2 Business Writing Essay - See Instructions in the course.
3. Wk2 Discussion - See Instructions in the course.

Week 3

Media:

1. McLean, Chapters 4 & 5
2. The Writing Process Video
3. Proofreading Video
4. How to Structure a Business Report Video

Assignments:

1. Assignment 3-1 Reflection Journal Entry - See Instructions in the course.
2. Assignment 3-2 Business Writing Samples - See Instructions in the course.
3. Wk3 Discussion - See Instructions in the course.

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Week 4

Media:

1. McLean, Chapters 6 & 7
2. Top Eight Business Presentation Tips Video
3. How Body Language and Micro Expressions Predict Success Video
4. Designing Effective Visual Aids for Presentations Video

Assignments:

1. Assignment 4-1 Reflection Journal Entry - See Instructions in the course
2. Assignment 4-2 Narrated PowerPoint Presentation - See Instructions in the course.
3. Wk4 Discussion - See Instructions in the course.

Week 5

Media:

1. McLean, Chapters 8 & 9
2. Powerful Presentation Skills Video
3. Creating a Speech Outline Video
4. Sample Informative Speech Video

Assignments:

1. Assignment 5-1 Reflection Journal Entry - See Instructions in the course.
2. Assignment 5-2 Research Plan - See Instructions in the course.
3. Wk5 Discussion - See Instructions in the course.

Week 6

Media:

1. McLean, Chapters 10 & 11
2. Persuasion Video
3. Public Speaking Video
4. How to Deliver an Effective Sales Presentation Video

Assignments:

1. Assignment 6-1 Reflection Journal Entry - See Instructions in the course.
2. Assignment 6-2 Video of Oral Presentation - See Instructions in the course.
3. Wk6 Discussion - See Instructions in the course.

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Week 7

Media:

1. McLean, Chapter 12
2. Conflict Video
3. Conflict does not have to be Destructive Video
4. Building a Team Video

Assignments:

1. Assignment 7-1 Reflection Journal Entry - See Instructions in the course.
2. Assignment 7-2 Case Study Analysis - See instructions in the course.
3. Wk7 Discussion - See Instructions in the course.

Week 8

Media:

1. McLean, Chapter 13
2. 4 Keys to Delivering Bad News to Customers Video
3. Delivering Bad News Video
4. Group Problem-Solving Procedures Video

Assignments:

1. Assignment 8-1 Reflection Journal Entry - See Instructions in the course.
2. Assignment 8-2 Business Writing Samples - See Instructions in the course.
3. Wk8 Discussion - See Instructions in the course.