

Bossier Parish Community College Master Syllabus

Course Prefix and Number: BADM 220

Credit Hours: 3

Course Title: Business Communications

Course Prerequisites: ENGL 102 and CIS105.

Textbook: CARDON, ECOMM Connect for Business Communication, 3rd ed. (2018).

This text is electronically included in your CANVAS course. A paper version may be obtained but is not required.

Course Description: Develops the student's verbal and non verbal communication. Emphasis on analyzing critical factors influencing communication effectiveness and writing business letters along with a practical grammar review. Also includes preparation and presentation of a business report and documents relating to the employment process.

Learning Outcomes:

At the end of this course, students will

- A. demonstrate the use of memorandums, notes, email messages, and letters in businesses.
- B. apply skills in solving business problems through planning and writing techniques.
- C. compile an effective personal resume and application letter.
- D. practice skills necessary for successful presentations.

To achieve the learning outcomes, the students will

(The letter designations at the end of each statement refer to the learning outcome(s).)

1. have mastered the appropriate use of memorandums, notes, email messages, and letters in businesses when they can: (A)
 - a. create an approved format and type a memorandum.
 - b. write a message of congratulations, appreciation, or condolences appropriate to a professional setting.
 - c. send and receive email messages to develop a dialog with the instructor about the research project topic the student will select.
 - d. create a letterhead that contains all of the mandatory components and at least one of the optional components.
 - e. organize a letter using the deductive approach.
 - f. organize a letter using the inductive approach.

2. have mastered the skills in solving business problems through planning and writing techniques when they can: (B)
 - a. decide what organizational method should be used for different types of messages in letters.
 - b. choose a business-related research topic from their own academic or work experience.
 - c. develop the presentation of their research project.

3. have mastered the compilation of an effective resume and application letter when they can: (C)
 - a. create a letterhead showing their personal return address
 - b. organize an application letter
 - c. write an application letter with a 70% grammatical accuracy
 - d. write a resume with a 70% grammatical accuracy

4. have mastered the practice of skills necessary for a successful presentation when they can: (D)
 - a. create a Power Point presentation of no less than 15 slides.
 - b. document their research sources and references.
 - c. present their research topic speech to their classmates.

Course Requirements:

1. Students must have access to Microsoft Word and Power Point software programs and the textbook. The software is available to the students through the Bossier Parish Community College Software Center or the Technology Resource Center housed in the second floor of the library.

Course Grading: All points earned from writing assignments, tests, employment series, PowerPoint presentation, and final exam are totaled to see where that value falls in the following scale based upon a ten-point grading scale:

90 – 100	A
80 – 89	B
70 - 79	C
60 - 69	D
Below 60	F

Attendance Policy: The college attendance policy is available at <http://www.bpcc.edu/catalog/current/academicpolicies.html>

Course Fees: This course is accompanied with an additional fee for supplemental materials.

Nondiscrimination Statement: Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

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