

Bossier Parish Community College
Master Syllabus

Course Prefix and Number: BADM 220

Credit Hours: 3-3-0

Course Title: Business Communications

Course Prerequisites: ENGL 102 and CTEC 100

Textbook: CARDON. Business Communication, 5th ed. ISBN: 9781265288952

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. create an approved format and type a memorandum (A);
- 2. write a message of congratulations, appreciation, or condolences appropriate to a professional setting (A);
- 3. send and receive email messages to develop a dialog with the instructor about the research project topic the student will select (A);
- 4. create a letterhead that contains all of the mandatory components and at least one of the optional components (A);
- 5. organize a letter using the deductive approach (A);
- 6. organize a letter using the inductive approach (A);
- 7. decide what organizational method should be used for different types of messages in letters (B);
- 8. choose a business-related research topic from their own academic or work experience (B);
- 9. develop the presentation of their research project (B);
- 10. create a letterhead showing their personal return address (C);
- 11. organize an application letter (C);
- 12. write an application letter with a 70% grammatical accuracy (C);
- 13. write a resume with a 70% grammatical accuracy (C);
- 14. create a Power Point presentation of no less than 15 slides (D);
- 15. document their research sources and references (D) and
- 16. present their research topic speech to their classmates (D).

Course Requirements:

- To pass the course, student must achieve a course average of 70% or above.
- Students must have access to a computer (not mobile device), Microsoft Office, and the Internet to complete the assignments. Computer, software, and the Internet are available to students on campus during scheduled computer lab times and in the Learning Commons located in the BPCC Library.
- Students are required to use BPCC's LMS and are encouraged to use the BPCC Library to research topics and employment opportunities.

Course Grading Scale:

- A = 90 - 100
- B = 80 - 89
- C = 70 - 79
- D = 60 - 69
- F = 0 - 59

Attendance Policy:

Each student is expected to attend class regularly; excessive unexcused absences constitute grounds for suspension. Refer to the student handbook for [Attendance Policy](#).

Course Fees: This course is accompanied with an additional non-refundable fee for supplemental materials, laboratory supplies, software licenses, certification exams and/or clinical fees.

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.

Coordinator for SECTION 504 AND ADA

Angie Cao, Student and Disability Services Specialist

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Equity/Compliance Coordinator

Teri Bashara, Director of Human Resources

Human Resources Office, A-105

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Bossier City, LA 71111

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