

Bergen Community College
Business, Performing Arts and Social Sciences
Business Administration and Hotel/Restaurant Management

BUS-105 - Business Communications
Semester, Year

Course Description

Business Communication examines a number of communication skills as used in business and the application of subject matter is in the field of business. Topics include: listening, writing, speaking, nonverbal/verbal communication, effective groups, teamwork, making collaborative decisions, meetings, interviews, writing formal business letters, memos, reports, email, using the protocol for internet business research to prepare for oral reports, reading reviews and preparing reference citations for business best sellers, reading case studies on a topic to be presented in class using power points is required. (3 credits, 3 hours, No lab). Prerequisite(s): None

Day and Time:

Classroom:

Instructor:

Email:

Phone:

Office:

Day Office Hours:

Course Texts and/or Other Study Materials

Required Texts:

Thill and Bovee, *Excellence in Business Communication*, 11th Edition or latest edition. Prentice Hall, **2015**

Most required readings will be available for free via the internet or provided by the instructor (see reading lists). There many outstanding resources that can be purchased or, better still, obtained via the Sidney Silverman Library, interlibrary loan, or portal.

College Competencies Utilized:

Critical Thinking: students actively reflect on, reason about and form independent judgment on a variety of ideas and information and use these skills to guide their beliefs ad actions.

Quantitative Reasoning: students correctly apply and reason about formal concepts as they relate to the course and will correctly analyze research data.

Technological and Information Literacy: students demonstrate computer literacy and will be able to retrieve organize and analyze information using both technological and traditional means.

Applied Knowledge: students demonstrate and understanding of and apply bodies y knowledge within and across disciplines

Student Learning Objectives:

As a result of meeting the requirements in this course, participants will:

- Develop the awareness of the need to learn to communicate effectively for business.
- Gain an understanding of the manner in which attitudes in the way instructions and decisions will be conveyed to business associates.
- Apply proper grammar to all speech and writing in class and assignments.
- Demonstrate an understanding of mass media in the communication of modern business information i.e. newspapers, magazine articles, tv and the internet.
- Distinguish between techniques used in the expansive demand of worldwide communication.
- Communicate effectively, concisely and accurately in a correct and appealing manner when conveying an intended message.
- Be able to perform in a variety of situations in a class group or team.
- Use good listening techniques and develop an attitude of physical and mental preparation for effective listening.
- Prepare information needed for a resume and develop techniques to use for an interview.
- Improve proficiency in ability to critically evaluate oral work and written materials created for class.
- Understand the role of persuasion, negotiation and working in an intercultural/multicultural communication environment.

Means of Assessment:

- **Effective vs. ineffective communication will be the subject of class discussion using interactive scenarios between posturing for each.**
- **Using a prepared DVD, which depicts how attitudes might interfere with the following of instructions and decision-making skills, a conversation with students is distinctly generated in class after which they make every effort to incorporate what they have learned in the classroom.**
- **Students present two oral PPT demonstrations/presentations using their best speech/grammar and write letters both in and outside of class. Evaluation sheets are written for each presentation so that students have almost immediate feedback on how they did and how to improve.**
- **All forms of mass media is examined and discussed; students are asked to develop a small project regarding “junk mail” which comes to their house almost every day.**
- **Worldwide communication is discussed and examined with students relating their own experiences from their home countries; class is well over 75% a class with many countries represented.**
- **Business letters written by students reflect the value of intended messages.**

- **Small groups are formed in class, creating teams that must each write a business report together on an assigned subject. Teacher and other groups critique the reports verbally in class.**
- **Seven skills needed for good listening is thoroughly discussed after which students demonstrate listening skills throughout the semester in class.**
- **Students write resumes and discuss various aspects of the interview process.**
- **Students relate their own intercultural/multicultural experiences; and demonstrate the persuasive and negotiation skills using teams and presented scenarios.**

Course Content and Features:

Part I – Business Communication: Introduction, Orientation, Interactive Projects for Listening, Non-Verbal, Verbal Communication and other appropriate business communication topics culminating in a perspective position written in a formal business letter.

Part 2 – The Writing Process:: Plan, Organize, and Revise business messages. Unit culminates in planning and completing a formal business report on a service learning project or a formal topic relating to up-to-date business practices and presented to the class vis-à-vis oral power point presentation.

Part 3— Business Letters, memos, email, and short reports discussed and written.

Part 4 – Oral Communication with negotiation and persuasion techniques, decision-making exercises, discussions of business best sellers, and power point presentation with cover sheet, bibliography with citations.

Part 5 – Intercultural, Multicultural communication, discussion of information necessary for job searching such as resumes, discussions about interviews and techniques to be used.

Course Requirements:

Computer Use: Using a computer is considered a basic business skill; therefore, using the Internet and basic Office software will be an ongoing part of this course. Assignments will require accessing information from the Internet and submitting word processed reports and assignments. All written work should use Times New Roman, 12 pt. font, double spaced, and include name, date, assignment title/number, and course name. In-class presentations are to be created using Microsoft PowerPoint or other appropriate e-presentation tool.

Students do not need their own computers although if they do not have their own computer and Internet access they need to be prepared to spend additional time on campus or other facility with access. Computer access is available in the free time labs, S346 and S-352, the BCC library, the TEC Commons, and at many public libraries.

Research, Writing, and/or Examination Requirement: Examinations will be in the form of participant products to include: (1) a nonprofit evaluation (asset inventory) that documents a selected organization's goals, programs, and plans; (2) an elevator speech and organizational boiler plate; (3) a portfolio of funding sources and opportunities; (4) a funding strategy/plan; (5) a letter of solicitation/inquiry; and (6) a completed competitive grant application. As a culminating activity, participants will professionally present their final product(s) to peers using PowerPoint or other appropriate presentation tool.

Late Assignments: The professional field of Business Communications is deadline driven. This course will operate similarly. No work will be accepted after the due date. It is the responsibility of the participants to make sure that time is managed to meet deadlines.

Missed Exams: Examinations are in the form of keyed test projects and oral presentations submitted on or prior to deadline dates in class. Examination oral presentations and project deadlines are not to be missed.

Grading:

Classroom On-time Participation	15%	(1 pt. each full weeks-A)
3 Tests or Alternate Service Learning (15 hrs)	15%	
2 Oral Reports with PPT presentations/outline	30%	
3 Memos, 3 Letters, 1 Formal Report	15%	
Analyze Business Best Seller/PPT/presentation	<u>25%</u>	
	100%	

BCC Attendance Policy:

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.

Course Attendance Policy:

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. With our emphasis on small group and team activities, it is especially important that each of us is here for our fourteen meetings together. We should make every effort to do so. However, there may be a weather or other emergency that can close the college;

To find out if the College is closed:

- Log on to the College's Web site, www.bergen.edu
- Call the College's main telephone number at (201) 447-7100
- Log on to www.1010WINS.com to sign up for email notification of college closings
- Listen to radio stations: WCBS/880, WOR/710, 1010/WINS, WVNJ/1160
Watch TV Cablevision/News 12 NJ

Please note: since assignments are submitted via email, deadline dates remain in effect even if the college is closed.

Other College, Divisional, and/or Departmental Policy and Informational Statements

Students must be familiar with and are required to abide by all Bergen Community College policies and procedures as outlined in the current College Catalog.

PLEASE REVIEW THE FOLLOWING INFORMATION:

Code of Student Conduct.

Statement on plagiarism and/or academic dishonesty.

Sexual Harassment statement.

Statement on acceptable use of BCC technology.

Statement on the purpose and value of faculty office hours.

Important: Periodically the college issues important information and warnings.

Like the one below from Information Technology, take them seriously:

"A brand new virus has been identified. It comes attached to .PDF files. The virus will allow an attacker to take control of your computer. There is no resolution at this time. We have not seen this virus in our system yet but we are asking you to take the following precaution.

- *Do not open or download any PDF file from someone you do not know or expect.*
- *Do not open or download any PDF file with suspicious filename or origin.*

For more information, please read this advisory from Adobe (<http://www.adobe.com/support/security/advisories/apsa10-02.html>). We will send updates as they become available.

Student and Faculty Support Services

The Distance Learning Office – for any problem you may have accessing your online courses	Room C-334	201-612-5581 psimms@bergen.edu
Smarthinking Tutorial Service	On Line at:	www.bergen.edu/library/learning/tutor/smarthinking/index.asp
The Tutoring Center	Room L-125	201-447-7908
The Writing Center	Room L-125	201-447-7908
The Online Writing Lab	On Line at:	(OWL www.bergen.edu/owl)
The Office of Specialized Services (for Students with Disabilities)	Room S-131	201-612-5270 www.bergen.edu/oss
The Sidney Silverman Library – Reference Desk	Room L-226	201-447-7436

Course Outline and Calendar - Note to Students: This Course Outline and Calendar is tentative and subject to change, depending upon the interest assessment and planning in first few classes.

Week(s)	Date(s)	Topics/Activities/Assignments
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

Office of Special services:

Students who require accommodations in accordance with the Americans with Disabilities Act (ADA) can request these services from the Office of Specialized Services. To learn more about how to apply for services, please visit them at: <http://www.bergen.edu/oss>.

