

BOROUGH OF MANHATTAN COMMUNITY COLLEGE

City University of New York

Business Management Department

Title of Course: Business Communication
BUS 150 - _____

Credits: 3
Class Hours: 3
Semester: Spring 2016
Office: F730

Instructor : _____

E-mail:

Telephone #: 212-220-

Course Description

This course is designed to present principles common to all communicating situations but which apply predominately to business. The applicability and construction of letters, memos, reports, telephone messages and E-Mails are considered. Relationships of creative, logical, and critical thinking of the problem-solving nature of business communication are explored. The course is directed to helping students develop their ability to think, to express themselves in business situations and to use the most effective methods in the most effective way.

Basic Skills – Students must have passed ENG 095, ESL 095, ACR 095, MAT 008, ENG 101, ENG 201, and SPE 100.

Student Learning Outcomes

Course Student Learning Outcomes (Students will be able to...)	Measurements (means of assessment for student learning outcomes listed in first column)
1. a. Conduct an interview from both the interviewer and interviewee position	Role playing and case studies
2. Manager his/her writings and writings of others	In-class exercise
3. Participate in and lead conferences	Group project
4. Prepare a proper job application, biography, covering letter and resume	Job resume and application letters will be written
5. Prepare various types of business letters and memos	Portfolio of letters
6. Prepare various types of reports	Group written report

Below are the college's general education goals. The goals that are checked in the left-hand column indicate goals that will be covered and assessed in this course.

	General Education Goals	Measurements (means of assessment for general education goals listed in first column)
x	Communication Skills- Students will write, read, listen and speak critically and effectively.	Measured via test questions, written assignments and case studies presentation.
	Quantitative Reasoning- Students will use quantitative skills and the concepts and methods of mathematics to solve problems.	
	Scientific Reasoning- Students will understand and apply the concepts and methods of the natural sciences.	
	Social and Behavioral Sciences- Students will understand and apply the concepts and methods of the social sciences.	
	Arts & Humanities- Students will develop knowledge and understanding of the arts and literature.	
x	Information & Technology Literacy- Students will collect, evaluate and interpret information and effectively use information technologies.	Relevant websites, videos, podcast, and Power point presentations will be accessed for research purposes.
x	Values- Students will make informed choices based on an understanding of personal values, human diversity, multicultural awareness and social responsibility.	Measured via test questions and/or written assignments related to coursework on ethics, human diversity and multicultural awareness.

REQUIRED TEXT & READINGS

Custom Cardon with Connect Plus – McGraw Hill ISBN – 9781259160493 (Subject to Change, please speak with Professor before purchasing.)

EVALUATION & REQUIREMENTS OF STUDENTS

The student's final grade will be determined by the following items and with the specified weight!

A : 95% and above	A-: 90% – 94%	B+:87% – 89%	B : 84% – 86%
B- : 80% – 83%	C+: 77% – 80%	C : 74% – 78%	C- : 70% – 73%
D+: 67% - 69%	D : 64% – 66%	D-: 60% – 63%	F : Below 60%

OUTLINE OF TOPICS

Chapter 1: Establishing Credibility

Chapter 2: Introduction to Interpersonal Communication

Chapter 3: Listening, Team Communication, and Difficult Conversations

Chapter 4: Communicating Across Cultures

Chapter 5: E-mail and Social Media for Business Communication

Chapter 6: Routine Business Messages

Chapter 7: Persuasive Messages

Chapter 8: Bad-News Messages

Chapter 9: Crisis Communications and Public Relations Messages

Chapter 10: Planning Presentations

Chapter 11: Delivering Presentations

Chapter 12: Employment Communication

College Attendance and Lateness Policy

At BMCC, if you do not attend class at least once in the first weeks of the semester, the instructor is required to assign a grade of “WN” Classes begin promptly at the times indicated in the Schedule of Classes. Arrival in classes after the schedule start time constitutes lateness. Latecomers may, at the discretion of the instructor, incur an official absence. The Department policy is that two (2) lateness will count as one absence. The maximum number of absences is limited to one more hour than the number of hours a class meets in one week. For example, you may be enrolled in a three-hour class. In that class, you would be allowed 4 hours of absence (not 4 days). In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade.

Academic Adjustments for Students with Disabilities

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Accessibility (Room N-360 or 212-220-8180). BMCC is committed to providing equal access to all programs and curricula to all students.

BMCC Policy on Plagiarism and Academic Integrity Statement

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. A student who copies or paraphrases published or on-line material, or another person's research, without properly identifying the source(s) is committing plagiarism.

Plagiarism violates the ethical and academic standards of our college. Students will be held responsible for such violations, even when unintentional. To avoid unintended plagiarism students should consult with their instructors about when and how to document their sources. The library has also both print and digital guides designed to help students cite sources correctly.

Plagiarism carries a range of penalties commensurate with severity of the infraction. The instructor may, for example, require the work to be redone, reduce the course grade, fail the student in the course, or refer the case to the Faculty-Student Disciplinary Committee (see Article 15.4 of the Bylaws of the Board of Trustees). Cases referred to that committee could result in suspension or expulsion from the college.