



Standard Course Outline for IS 301 Business Communication

I. General Information

- ♦ IS 301
- ♦ Business Communication
- ♦ 3 Units
- ♦ Prerequisites: CBA Major
- ♦ Course Coordinator / SCO Prepared by: Debbie McElroy
- ♦ Date prepared / revised: August 2009 / Revised August 2012

II. Catalog Description

Analysis of the principles of collecting, organizing, analyzing, and presenting business information. Written and oral communications involving problem solving in the business management process.

III. Curriculum Justification(s)

Upon completion of this course, the student should complete tasks which align with three of the CBA learning goals:

- a. Students will be able to demonstrate conceptual learning, critical thinking, and problem-solving skills.
- b. Students will be able to demonstrate interpersonal skills for working in a dynamic and diverse world, including in a team environment.
- c. Students will be able to demonstrate effective oral and written communication skills in English.

Students will complete a variety of assignments in which critical thinking skills are developed through the identification of the proper strategies and formats used to compose business messages. Further, students attend a workshop on the use of the deep web and must conduct research finding a variety of reliable sources.

Through an assigned team project, students develop interpersonal skills by assuming both leadership and participant roles through the duration of the project. Students complete a written report and/or oral presentation within the team project. Original contributions from each team member are required.

Throughout the course students complete a variety of written assignments in order to develop and enhance their written communication skills. In addition, each student prepares and delivers at least two oral presentations during the semester. All elements of presentation format and delivery are evaluated.

IV. Course Objective(s)

This course is intended to develop skills necessary for proper communication within the business environment. The primary objectives of the course are to have students learn the following:



- a. Contribute to the solutions of business problems through collecting, evaluating, organizing, analyzing, and presenting information using proper style and form.
- b. Conduct research using a broad range of sources, synthesizing and judging the quality of collected information.
- c. Collaborate productively in a team environment to produce written documents and deliver oral presentations.
- d. Plan, prepare, and present a variety of oral and written messages required in a typical business organization.
- e. Achieve competency in language usage essentials incorporating effective business communication requirements for correctness, conciseness, coherence, and clarity.

V. Outline of Subject Matter

- a. Communicating at work.
- b. Communicating in small groups and teams.
- c. Workplace listening and nonverbal communication.
- d. Utilizing a three-phase writing process.
- e. Utilizing different strategies for composing memos and letters.
- f. Preparing, organizing, and writing business and research reports.
- g. Speaking with confidence.
- h. Developing effective employment communication.

VI. Methods of Instruction

The preferred method of instruction for this course is lecture based. Within every section, opportunities for class discussion, group work, and student presentations are allowed. Instructors are encouraged to utilize in-class activities to enhance student learning through small group interactions. Lectures enhanced through slide presentations are strongly recommended. Students should be rewarded for regular attendance. A variety of exercises and homework assignments should be incorporated to develop students' communication abilities.

Extent and Nature of Technology Use

Some use of technology will depend on individual instructors. Instructors are encouraged to use BeachBoard and provide practice exercises for students for the grammar component of the class.

Each section of IS 301 incorporates a presentation by the business librarian in a computer lab. The purpose of this lab presentation is for students to gain



hands-on experience using the research databases available on campus. Students are given assignments that involve the effective use of the research databases.

Required Text

Since Business Communication is offered in multiple sections, for conformity and consistency across all sections, it is mandated that all sections of the course use a unified textbook designated by the course coordinator with consultation of the qualified department faculty:

Business Communication Essentials
Courtland Bovée and John Thill
Copyright 2012 by Pearson Education, Inc.

VII. Instructional Policies Requirements

A. Assessment Criteria, Grading, Assignments, and Testing

Presently IS 301 has adopted three standard assessment measures:

- a. Completion of Forms A, B, and C of a standardized language usage essentials diagnostic exam.
- b. Attendance of a deep web research workshop taught by a research librarian.
- c. Preparation and delivery of an in-class presentation.

The standardized test is given in each section of IS 301 during weeks 2, 9, and 12 of the semester. Every section of IS 301 allocates 20 percent of total points for the course to this exam.

The attendance at the deep web workshop is tracked and a related assignment is given in every section.

A standard grading rubric is utilized to report on the results of the students' in-class presentations.

Traditionally, letter grades of A, B, C, and D are assigned to students based on an 8-point scale.

To support the Assessment process, all sections of IS301 will include assignments to support the course learning goals. Table A outlines the course learning goals and corresponding assignments.

Table A

| CBA Learning Goals | IS 301 Learning Goals | Assessment Measure |
|--|---|---|
| Students will be able to demonstrate conceptual learning, critical thinking, and problem-solving skills. | Contribute to the solutions of business problems through collecting, evaluating, organizing, analyzing, and presenting information using proper style and form. | Create a proper business message using a direct message format and a persuasive message format. The messages may be generated using e-mail, memo, or letter format. |
| | Conduct research using a broad range of sources, synthesizing and judging the quality of collected information. | <ol style="list-style-type: none"> 1. Attend a "Deep Web Research Workshop" taught by a research librarian. 2. Locate and use credible sources for assigned projects to cite sources in text using APA style and prepare an APA-style bibliography. |
| Students will be able to demonstrate interpersonal skills for working in a dynamic and diverse world, including in a team environment. | Collaborate productively in a team environment to produce written documents and deliver oral presentations. | Write a research paper or similar assignment with original contributions from all team members. |
| Students will be able to demonstrate effective oral and written communication skills in English. | Plan, prepare, and present a variety of oral and written messages required in a typical business organization. | <ol style="list-style-type: none"> 1. Write a minimum of two business messages utilizing proper e-mail, memo, letter, or report format. 2. Give in-class presentation(s) |
| | Achieve competency in language usage essentials incorporating effective business communication requirements for correctness, conciseness, coherence, and clarity. | Complete Forms A, B, and C of GEM Diagnostic Exam and score a minimum of 80 percent. |



In addition, IS301 faculty will administer both a midterm and final exam. The questions used for these exams will be taken from a standard test database. Between the two exams, 100 to 150 multiple choice or true/false questions will be used. All exams for the course will be closed-book exams.

B. Attendance and Participation Activities

Students are expected to attend all class meetings and complete all assignments to ensure passing the class with a grade of C or better.

C. Required Statement

In compliance with university policy final grades are based on at least three, and preferably four or more, demonstrations of competence. In no case will the grade on any class test count for more than one-third of the course grade.

D. Attendance, Withdrawal, Late Assignments

Students are expected to have regular, punctual attendance. Students are requested to notify instructor when they will be absent.

No late work is accepted, except by prior approval of instructor. Withdrawal policy is the same as that of the university.

E. Special Needs Students

Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.