Sophia Learning

BUSI1025: Business Communication (3 semester credits)

COURSE DESCRIPTION

This course is designed to teach students who are preparing for careers in business the essential communication skills they will need to succeed. The course covers personal image, such as distinguishing between formal and informal communication, and developing a professional demeanor for seeking a job and growing one’s career. An entire unit is devoted to ethics, covering issues such honesty, diversity, and understanding the limits and consequences of using other people’s work. Students learn about and demonstrate their ability to compose written communication that chooses an appropriate tone and language, and deliver an oral presentation that demonstrates their ability to engage an audience with verbal and nonverbal performance.

COURSE EFFECTIVE DATES: June 2022 - Present

PREREQUISITES: No prerequisites

LENGTH OF COURSE: This is a self-paced course. Students may use as much or as little time as needed to complete the course.

ACE CREDIT® RECOMMENDATION: In the lower-division baccalaureate/associate degree category, 3 semester hours in business communication (5/22).

GRADING: This is a pass/fail course. Students must complete 13 Challenges (formative assessments), 4 Milestones (summative assessments), and 4 Touchstones (project-based or written assessments) with an overall score of 70% or better.

LEARNING OUTCOMES

Upon completion of the course, the student will be able to:

1. Establish a basic understanding of business communication and essential guidelines and vocabulary to use throughout the class
2. Establish key categories of workplace communication including informal and formal communication, verbal and nonverbal communication, and the specific challenges of digital communication
3. Cultivate a professional demeanor through active listening, active participation in meetings, attention to personal image, and building a professional network
4. Consider many of the basic components of ethical communication including honesty, respect for intellectual property, maintaining healthy boundaries, and the importance of context for any sensitive communication

5. Consider the importance of diversity in the workplace, respect for historically marginalized groups, avoiding unconscious bias, and viewing the advantages a diverse (and inclusive) workplace bring to an organization

6. Use communication skills to build goodwill, resolve conflict, build consensus, and work with poor communicators

7. Select the right modes, tools, and format to compose any form of written business communication

8. Develop a personal process to develop written communications, including shorter messages and longer documents, with attention to ongoing professional improvement

9. Tailor the structure and language of a message to suit the audience and purpose

10. Apply business communication skills to your own career through resumes, cover letters, and interviews

11. Learn public speaking and presentation skills with and without visual aids

12. Learn oral communication skills in day-to-day business communication, particularly using technology

13. Synthesize concepts from business communication in an extended case study

OUTLINE OF MAJOR CONTENT AREAS

- Overview of Communication
- Modes of Communication
- Professional Communication
- Ethics in Business Communication
- Communicating in a Diverse Workplace
- Building Goodwill
- Types of Written Communications
- The Business Writing Process
- Tone and Communication Challenges
- Communicating For Your Own Career
- Public Speaking Skills
- Oral Communication
- Synthesis of Lessons in Business Communication

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