Course Information Form (CIF)

Course Code: BUS 235

Course Title: Business Communications

Department: Business/Computer Science and Technologies
Effective Date: Summer 2026
PCS Code: 1.2 - Occupational/Technical Instruction
CIP Code: 23.1303
Repeatability: 0

Credit Hours

Catalog Notation: 3-0-3
Credit Hour Distribution:

Lecture: 3	Lab: 0	Clinical: 0	**Total: 3**

General Course Information

Catalog Description

Study of communication foundations; writing process for business letters, memos, and reports; oral presentation skills; team-building skills. Use of e-mail and the Internet. Working knowledge of PowerPoint necessary.

General Course Objectives

To improve the ability to plan communications and to use a positive approach to achieve desired response; the ability to express ideas clearly, orally, and in writing; written communication skills; sentence and paragraph structure; word usage; grammar, spelling, and punctuation; the ability to listen effectively. To learn how to structure an effective letter of application and resume, and job interview skills. To become aware of and use non-verbal communication constructively; effective communication skills.

Minimum Placement Levels

English	Reading	Math
Credit in ENG 101 with a grade of C or higher	None	None

Prerequisites

None

Methods of Evaluation

4-6 exams will be given which could include a combination of matching, short answer, multiple choice, and true-false questions. In addition, students will be required to complete a resume and letter of application, and give 2 oral presentations. Multiple writing assignments (business letters and memos) will be required throughout the semester. Students will be required to write an informational formal business report.

Instructional Materials and Additional Supplies

Business Communication: Process & Product, current edition. Guffey, ITP.

Course Content

General Learning Outcomes (GLOs)

- Communication: Students will demonstrate the ability to read, write, listen, and speak effectively.
- Critical Thinking and Information Literacy: Students will demonstrate the ability to evaluate perspectives, evidence, and implications, and to locate, assess, and use information effectively.
- Technology: Students will demonstrate the ability to evaluate, select, and appropriately use current and emerging tools.

Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Introduction to business communications; principles of communicating at work, in small groups and teams, and across cultures. Study of workplace listening and nonverbal communication.	1. Analyze functions and procedures of business communications. 2. Identify characteristics of successful teams and list techniques for organizing team-based written and oral presentations. 3. List specific techniques for improving workplace listening and nonverbal communication skills. 4. Describe a) intercultural environments: sensitivity in writing messages and making presentations and b) intercultural ethics.	12	0	0
Preparing to Write, Organizing and Writing, and Revising Business Messages	1. Describe writing techniques that help communicators adapt messages to the task and audience. 2. Compare direct and indirect patterns for organizing ideas. 3. Identify revision techniques that make a document clear, conversational, and concise.	6	0	0
Speaking Skills	1. Identify techniques for making an effective oral presentation: building audience rapport, designing visual aids, and improving delivery techniques.	9	0	0
Employment Communication	1. Construct an effective resume, cover letter, and follow-up thank you letter. 2. Evaluate successful job interview strategies.	6	0	0
Routine e-mail messages and memos. Routing letters and goodwill messages.	1. Describe characteristics of the writing process for successful e-mail messages and memos. 2. Write letters requesting information and action, placing orders, making claims, complying with requests, and granting claims and making adjustments.	8	0	0
Negative Messages	1. Demonstrate techniques of how to deliver bad news sensitively and manage bad news to customers and within organizations.	4	0	0

Total Contact Hours

Lecture Hours	Lab Hours	Clinical Hours
45	0	0