



Course	BUSN 2100 Business Communication		
Term	Spring 1, 2008		
Instructor	Name: Doug Moore Phone: 816-331-8888(H), 816-322-5454 (Fax)		
Catalog Description	This course develops the communication abilities in the areas of business formats, presentations, formal presentation of business data, and oral communications related to business applications		
Prerequisites	None		
Course Level Learning Outcomes	Outcome/Expectations		
	1. Students understand the need to communicate in the business environment to further the goods of the organization.		
	2. Students successfully determine what communication channel and medium is required for a given situation, and how it should be structured.		
	3. Students can provide and deliver effective oral and written communications.		
Materials	Lesikar, Basic Business Communications, McGraw-Hill Irwin Publisher, most recent edition. Text is available through MBS Direct Books at 1-800-325-3252 or www.mbsdirect.net . Checks and credit cards accepted.		
Grading	a. Final/in-class writing	20%	91-100 = A
	b. Class participation	15%	81-90 = B
	c. Class presentation	15%	71-80 = C
	d. Weekly written assignments	35%	61-70 = D
	e. Group participation	15%	Below = F
	<p>The UNDERGRADUATE catalog provides these guidelines and grading options:</p> <ul style="list-style-type: none"> • A, A- superior work in the opinion of the instructor • B+, B, B- good work in the opinion of the instructor • C+, C, C- satisfactory work in the opinion of the instructor • D+, D passing, but less than satisfactory work in the opinion of the instructor • I incomplete work in the opinion of the instructor • ZF An incomplete which was not completed within one year of the end of the course • F unsatisfactory work in the opinion of the instructor; no credit is granted • W withdrawn from the course • IP course in progress 		

	<ul style="list-style-type: none"> • NR not reported for the course • Z a temporary designation given by the registrar indicating that the final grade has not been submitted by the instructor. When the final grade is filed in the Office of the Registrar, that grade will replace the Z.
Activities	<ul style="list-style-type: none"> • Lecture and discussion • Reading assignments • Writing assignments • Examinations • Group activities • Other activities deemed appropriate by instructor
Policy Statements: University Policies	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:</p> <p>Academic Honesty The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p>Drops and Withdrawals Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p>Special Services If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p> <p>Disturbances Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p> <p>Student Assignments Retained From time to time, student assignments or projects will be retained by The</p>

	<p>Department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic Department, the student's name and all identifying information about that student will be redacted from the assignment or project.</p> <p>Contact Hours for this Course It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, it must be rescheduled.</p>	
Course Policies	<ul style="list-style-type: none"> • This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student. • Quality of writing and participation refers to ability to analyze, synthesize, evaluate, and critically and appropriately examine assignments and issues. • All assignments must be satisfactorily completed for a passing grade. • All work completed outside of class to be typed, and double-spaced. 	
Weekly Schedule	Week	Topics
	1	Introductions, overview of course objectives, criteria for student evaluation, textbook use. Overview of communication theory and models; group communication activity, analysis and application of text. Reading and writing assignment (weekly activities).
	2	Interpersonal communication-definitions, synthesis of research findings and theories; submission of written assignments; discussion and analysis of assigned reading and related writing assignment; impersonal/interpersonal communication.
	3	Organizational and group communication-group needs, roles, and functions; small group activities and analysis of group communication processes.
	4	Effective listening-theories, principles and practice. Self-assessments of listening skills; perceptions and meaning-making in communication.
	5	Communication styles-identification of individual communication patterns and areas of strength and need; verbal communication-language, voice and other attributes.
	6	Interpersonal communication in specific contexts=conflict and negotiation; self-disclosure; understanding and misunderstanding; non-verbal communication-components, congruence, and effectiveness.
	7	Cross cultural and cross-gender communication-same language, different meanings; communication and relationships.
	8	Communication as reflection of inner processes. Review of course and personal goals. Final in-class writing (synthesis of course work applied to individual self-assessments). Final exam.
Additional Information	None	

