

**WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION**

COURSE TITLE: Business Communications

COURSE NUMBER: BBM 320

I. RATIONALE:

Business communication is a vital function both in the national and global business environment. Succeeding in today's world of work demands that you read, listen, speak, and write effectively. Through this course, students will gain knowledge and experience of how to communicate effectively in the business environment.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Preparation and delivery of clear, Concise, complete, and correct oral and written business communications.

Learning Outcomes: The student will:

- A-1 Demonstrate effective writing skills, including proper grammar and punctuation.
- A-2 Identify the important steps involved in prewriting and revising during the writing process.
- A-3 Demonstrate effective oral presentation skills, including keeping audience attention nonverbal communication and persuasion of point of view.

GOAL B:

Explain the purpose of a variety of business communications

Learning Outcomes: The student will:

- B-1 Know what form of business communications should be used in the appropriate business situation.
- B-2 Differentiate the writing style used according to the form of communication.
- B-3 Develop a persuasive formal business report.
- B-4 Define the proper use of e-mail within the business environment.
- B-5 Apply the written and oral concepts involved in developing job materials and successful interviewing
- B-6 Discuss the importance of good communication skills to project management.

GOAL C:

Investigate research strategies for gathering information in a formal report.

Learning Outcomes: The student will:

- C-1 Identify primary resources in the business environment
- C-2 Identify secondary resources in the business environment
- C-3 Differentiate the different data bases used for business communications.
- C-4 Identify the limitations associated with various internet sources.
- C-5 Apply the concepts of APA writing style to the formal business report.

GOAL D:

Apply contemporary information technologies while creating a variety of business communications.

Learning Outcomes: The student will:

- D-1 Present a PowerPoint demonstration of the formal business report.
- D-2 Identify the best type of graphics for use with the appropriate business communication.

GOAL E:

Awareness of international business protocol

Learning Outcomes: The student will:

- E-1 Identify various ethical differences in the global business environment
- E-2 Discuss cultural issues as they relate to business communications.

GOAL F:

Describe the importance of good listening skills in the business environment.

Learning Outcomes: The student will:

- F-1 Identify the steps involved in active listening.
- F-2 Explain the factors associated with listening to nonnative speakers in the workplace

III. SUPPLEMENTAL MATERIAL

GENERIC GRADING CRITERIA FOR COURSES WITHIN THE COLLEGE OF BUSINESS

***REFERENCE GUIDE FOR ASSESSING WRITTEN COMMUNICATION AND PARTS RESEARCH SKILLS SHOULD BE DR. SZCZECZOWSKI'S WRITING HANDBOOK DEVELOPED FOR FACULTY.**

SCORE OF 5-Excellent GRADE EQUIVALENT: 95-100=A, 92-94=A-

Demonstrates excellent KSA's (Knowledge, Skills, Abilities) in meeting all objectives, including supplemental, for the course. Class Participation-Excellent demonstration of application of course material by both posing and responding to questions relating to text and lecture material, actively participates in class discussions.

***DEPENDING ON THE COURSE, OBJECTIVES, MEASUREMENT TOOL, YOU WOULD WANT TO INCLUDE THE FOLLOWING:**

SCORE OF 5-Excellent:

WRITTEN COMMUNICATION SKILLS- Student shows an exceptional use of principles and practices relevant to writing. Specifically the following: Content, organization, sentence structure, grammar, mechanics, appropriate format/style for writing.

ORAL COMMUNICATION SKILLS- Student is excellent in the area of oral presentation. Specifically the following: Dependency on notes, preparation, eye contact, time management, technologically enhanced visual aids, organization, projection of voice, answering questions from class.

TEAM SKILLS- The group functioned in an effective manner. Students work well together and share the workload equally. The group meets regularly and the meetings are productive. Members are goal directed towards the group, not the individual. All parts of the assignment are completed and turned in on time. Group peer review indicates group had excellent communication during group project (Listening, defining tasks, leading, resolving conflict, and constructive feedback).

RESEARCH- (Paper, research project). All parts of the research were done in an excellent manner. The topic or problem is clearly stated in the introduction. The topic is thoroughly covered and follows assignment criteria. Content is drawn from authorities, related studies which support the topic. References are current and in appropriate APA format. The paper/project clearly demonstrates logical progression of information in a clear and concise manner. Conclusions and recommendations totally support position noted and reflect appropriate implications for noted area of business. Written communication standards are met in an excellent manner.

QUANTITATIVE/QUALITATIVE SKILLS- Student exhibits excellent knowledge and skill in applying quantitative and qualitative analysis. Student demonstrated excellent application in all related areas. Specific areas associated with demonstration of quantitative/qualitative skills may include the following: problem solving, mathematical computations, evaluation of case material, analysis of business policy and strategy, evaluation of financial statements, knowledge of monetary theory, utilize measurement tools for data gathering, knowledge of the impact of economic forces on organizations and the economy, knowledge and understanding of business language, and analysis of internal/external factors associated with change in today's business

environment.

SCORE OF 4-Good GRADE EQUIVALENT: 89-91=B+, 86-88=B, 83-85=B-

Demonstrates above satisfactory KSA's in meeting all objectives, including supplemental, for the course. Class Participation-Above average application of course material, few errors with respect to both posing and responding to questions relating to text and lecture material, participates in an above satisfactory manner with respect to class discussions.

WRITTEN COMMUNICATION- Student's achievement in the area of writing exceeds the satisfactory accomplishments. There are few errors with respect to the following: Content, organization, sentence structure, grammar, mechanics and appropriate format/style for writing.

ORAL COMMUNICATION- Student's achievement in oral presentation exceeds the satisfactory accomplishments. There are few errors with respect to the following: Dependency on notes, preparation, time management, technologically enhanced visual aids, organization, projection of voice, answering questions from class.

TEAM SKILLS- The group functioned in a manner that exceeded satisfactory accomplishments. There are few errors with respect to the following: Everyone contributing, above average peer reviews, regular and productive meetings, individual preparation, group communication. Parts of the assignment are completed and turned in on time.

RESEARCH- All parts of the research were done in a manner that exceeded satisfactory accomplishments. There are few errors with respect to the following: stating of problem, coverage of topic, following all assignment criteria, content drawn from authorities, related studies supporting topic, references are current and in APA format, demonstration of logical progression of information in a clear and concise manner, conclusions and recommendations support of position and reflect appropriate implications for noted area of business. Written communication standards exceed satisfactory requirements.

QUANTITATIVE/QUALITATIVE SKILLS- Student exhibits above satisfactory knowledge and skill in applying quantitative and qualitative analysis. There are few errors relating to specific areas associated with quantitative and qualitative skills which may include the following: problem solving, mathematical computations, evaluation of case material, analysis of business policy and strategy, evaluation of financial statements, knowledge of monetary theory, utilize measurement tools for data gathering, knowledge of the impact of economic forces on organizations and the economy, knowledge and understanding of business language, and analysis of internal/external factors associated with change in today's business environment.

SCORE OF 3-SATISFACTORY GRADE EQUIVALENT: C+=80-82, C=77-79, C-=74-76.

The student generally demonstrates needed KSA's in meeting all objectives, including supplemental, for the course. Class Participation-General demonstration of application of course material with respect to both posing and responding to questions relating to text and lecture

material, participates regularly in class discussions.

WRITTEN COMMUNICATION- Student's achievement generally meets the requirements of communicating effectively in writing. Several kinds of errors could occur with respect to the following: Content, organization, sentence structure, grammar, mechanics, and appropriate format/style for specific communication.

ORAL COMMUNICATION- Student's achievement in oral presentation generally meets the satisfactory accomplishments. Several kinds of errors could occur with respect to the following: Dependency on notes, preparation, eye contact, time management, technologically enhanced visual aids, organization, projection of voice, answered questions from class.

TEAM SKILLS- The group functioned in a satisfactory manner. Everyone contributes, but peer review indicates some members in the group believe they are working harder or less hard than others, individual vs. group goals may be an issue, meetings are held regularly, but are not as productive as they could be (I.E., preparedness of individual members, wasted time during meetings, student's listening). Most of the parts of the assignment are completed and turned in on time.

RESEARCH- Generally, all parts of the research were done in a satisfactory manner. Several kinds of errors could occur with respect to the following: stating of problem (lacks clarity), coverage of topic, following assignment criteria, content drawn from authorities (limited), some related studies supporting topic, references are current and in APA format, demonstration of logical progression of information in a clear and concise manner, assignment criteria met, conclusions and recommendations support position and reflect appropriate implications for noted area of business. Written communication requirements are met in a satisfactory manner.

QUANTITATIVE/QUALITATIVE SKILLS- Generally, all parts of the quantitative/qualitative analysis were done in a satisfactory manner. Several errors could occur in the area of quantitative/qualitative analysis with respect to the following possible areas: problem solving, mathematical computations, evaluation of case material, analysis of business policy and strategy, evaluation of financial statements, knowledge of monetary theory, utilize measurement tools for data gathering, knowledge of the impact of economic forces on organizations and the economy, knowledge and understanding of business language, and analysis of internal/external factors associated with change in today's business environment

SCORE OF 2-NEEDS IMPROVEMENT GRADE EQUIVALENT: D+=71-73, D=68-70, D-=65-67.

Student's demonstration of the KSA's necessary to meet all objectives of the course, including supplemental, needs improvement. Class Participation- Demonstration in the area of application of course material by both posing and responding to questions relating to text and lecture needs improvement. Attendance, not prepared for class meetings, comments are sometimes irrelevant, student may be attentive but not participatory in class discussions.

WRITTEN COMMUNICATION- Student's achievement in the area of writing needs

improvement in the majority of key areas. Specifically the following: Content, organization, sentence structure, grammar, mechanics, appropriate format/style.

ORAL COMMUNICATON- Students' achievement in oral presentation needs improvement. Major errors occur with respect to the following: Dependency on notes, preparation, eye contact, time management, technologically enhanced visual aids, organization, projection of voice, answered questions from class.

TEAM SKILLS- Functioning of the group needs improvement. The group is still functioning, but each individual is doing their own work and ignoring the efforts of others. Poor communication results in group conflict. The group meets irregularly and is not always prepared. Members exhibit poor listening skills at times, workload is not evenly distributed, group lacks cohesiveness.

RESEARCH- Major parts of the research need improvement. Major errors occur with respect to the following: Stating of problem as well as boundaries are unclear. Support for position, citations, and references are limited. Research lacks logical progression, conclusions and recommendations do not support position, limited application for noted area of business, assignment criteria not met. Written communication standards need improvement.

QUANTITATIVE/QUALITATIVE ANALYSIS- Major parts of the quantitative/qualitative analysis need improvement. Major errors occur with respect to the following possible areas: problem solving, mathematical computations, evaluation of case material, analysis of business policy and strategy, evaluation of financial statements, knowledge of monetary theory, utilize measurement tools for data gathering, knowledge of the impact of economic forces on organizations and the economy, knowledge and understanding of business language, and analysis of internal/external factors associated with change in today's business environment

SCORE OF 1-UNACCEPTABLE GRADE EQUIVALENT: F= Below 65.

Student has not met the minimum level of KSA's to meet all objectives, including supplemental, for the course. Class participation-Has not met the attendance policy requirements as stated in the University catalog, unable to demonstrate application of course material either by both posing or responding to questions relating to text and lecture material, student does not participate in class discussions and may exhibit disruptive or inattentive behavior.

WRITTEN COMMUNICATION- Student has not met the minimum criteria with respect to the principles and practices of writing. Frequent and severe errors occur in specified areas: Content, organization, sentence structure, grammar, mechanics, and appropriate format/style.

ORAL COMMUNICATION- Student has not met the minimum criteria with respect to oral presentations. Frequent and severe error occur in specified areas: Dependency on notes, preparation, eye contact, time management, technologically enhanced visual aids, organization, projection of voice, answered questions from class.

TEAM SKILLS- Minimum requirements of working in a group were not met. The group functions poorly. All work is the product of individual efforts. The group does not meet regularly, and when it does some members are absent and some are not prepared. There is no attempt to use group problem-solving techniques, meetings are worthless. The majority of the pieces of the assignment are not completed on time. Peer review indicates major conflicts and lack of cohesiveness.

RESEARCH- Minimum requirements for research are not met. Frequent and severe errors occur in the following areas: Subject may be stated, but problem is not. No rationale/citation is given for the need for the research, no related research is given, improper referencing format, assignment criteria not met. Minimum criteria for written communications are not met.

QUANTITATIVE/QUALITATIVE ANALYSIS- Minimum requirements for quantitative/qualitative analysis are not met. Frequent and severe errors occur in the following possible areas: problem solving, mathematical computations, evaluation of case material, analysis of business policy and strategy, evaluation of financial statements, knowledge of monetary theory, utilize measurement tools for data gathering, knowledge of the impact of economic forces on organizations and the economy, knowledge and understanding of business language, and analysis of internal/external factors associated with change in today's business environment

FORMAT FOR FORMAL REPORT BBM 320, BUSINESS COMMUNICATIONS

1) INTRODUCTION

Letter of transmittal, table of contents, list of illustrations, introductory summary

2) BODY OF REPORT

Introduction-Background information, international factor, why you are writing the report
Purpose Statement-Summary of what you are proposing (Objective, goal)

3) FINDINGS/DISCUSSION

Analysis of data, findings, survey

4) SUMMARY

Major points of research, recommendation, alternatives, summary for report ending

5) SUPPLEMENTARY PARTS

References, Appendix (Exhibits)

GUIDELINES FOR ORAL PRESENTATION OF REPORT

- Limited dependency on notes
- Were all members prepared? (Organized, rehearsed)
- Good eye contact
- Power point presentation, handouts, visual enhancements

- Projection of voice
- Was the overall presentation cohesive? (Limited repetition, introduction of members, etc.)
- Time management

BOTH THE WRITTEN FORMAL REPORT AND THE ORAL PRESENTATION ARE JUDGED NUMERICALLY IN CONJUNCTION WITH THE GENERIC GRADING CRITERIA, 1-5 scale