COURSE TITLE: Business Communications       COURSE NUMBER: BBM 320

COURSE DESCRIPTION:
This course examines and applies various oral and written communication mechanisms needed in organizations. This includes how to write policies, procedures, formal reports, and various types of messages such as favorable, unfavorable, and persuasive. In addition, the course examines effective oral presentations and how to run business meetings.

PROGRAM COMPETENCIES:
1. The student will deliver effective and professional communication using a variety of delivery venues.
2. The student will apply legal and ethical standards of business.
3. The student will utilize research skills in business problem solving to deliver professional and effective communication utilizing a variety of delivery venues.

WILMINGTON UNIVERSITY GRADUATION COMPETENCIES:
1. Research, construct, and deliver professional presentations using a variety of communication tools and techniques.
2. Correctly and ethically present scholarly writings utilizing the selected citation and writing style deemed appropriate for the student’s program of study.
3. Using information in any format to research, evaluate, and ethically utilize information effectively and with appropriate attribution.
4. Demonstrate knowledge and application of prescribed ethical codes and behaviors related to the student’s academic discipline.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:
Preparation and delivery of clear, concise, complete, and effective oral and written business correspondence that meets the goal of various business situations (i.e. letters, memos, resumes, emails and reports).

Learning Outcomes: The student will:

A-1 Demonstrate effective writing skills, including proper grammar and punctuation.
A-2 Identify the steps involved in planning, prewriting, revising, and finalizing when crafting business messages.
A-3 Demonstrate effective oral presentation skills, including keeping the audience’s attention, nonverbal communication, and persuasion of point of view. KLO 3
A-4 Develop effective interpersonal communication skills.
A-5 Provide feedback, accept feedback, and use feedback to improve communication skills.
A-6 Work within a high performance team on a project which requires obtaining and processing information to solve a problem, collaboration, application of business concepts, utilization of research skills to solve the problem, and to deliver a professional presentation with recommendations and conclusions supported by scholarly resources. KLO 1, 2, 3, 4, 8.

GOAL B:
Understand the importance of effective communication and credibility and explain the purpose of a variety of business communications.

**Learning Outcomes:** The student will:

B-1 Demonstrate the ability to identify business communication impacts and challenges.
B-2 Analyze communication situations and audiences demonstrating the ability to select the appropriate and effective form of communications in a variety of business situations.
B-3 Differentiate the writing style used according to the form of communication.
B-4 Apply the written and oral concepts involved in developing job materials and successful interviewing.
B-5 Discuss the importance of good communication skills and being a good communicator in today’s changing business environment.
B-6 Define and explain business ethics, corporate values, and personal values and approaches to ethical business communication.
B-7 Identify personal characteristics that impact credibility and the ability to communicate.

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 databases 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.
C-6 Utilize research skills to solve a business problem (KLO 8)
GOAL D:
Recognize ways in which technology and media has transformed communication in the business environment and apply a variety of technology methodologies when creating business message.

**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.
- D-3 Identify the impacts as well as pros and cons of mobile devices, the internet, tablets, and social media on business communications.

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.
- E-3 Demonstrate the ability to apply general concepts to communication behaviors in various culture specific situations.

GOAL F:
Describe the importance of good listening skills and business etiquette 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 non-native speakers in the workplace.
- F-3 Demonstrate the ability to apply basic business etiquette in a variety of professional situations (i.e. first impressions, attire, listening skills, tone, behavior, and telephone etiquette).

GOAL G:
Understand the importance of specifying audience and purpose and to select appropriate communication choices.

**Learning Outcomes:** The student will:

- G-1 Identify target audience and communication objectives.
- G-2 Demonstrate the ability to select the communication channel most effective to promote and encourage a specific behavior or desired outcome.
OUTCOMES ASSESSMENT DATA COLLECTION

BBM 320 Business Communications Final Assignment

Group Project

This exercise is designed to help assess your ability to tackle complex problems in a group environment and arrive at commercially sound and professional solutions.

BBM 320 Business Communication
Key Learning Objectives

KLO 1 Student will be able to demonstrate the ability to obtain and process information in order to solve problems and make decisions.
KLO 2 Student will contribute to the development of a high performance team and collaborative environment.
KLO 3 Student will deliver effective and professional communications using a variety of venues.
KLO 4 Student will apply major concepts within a traditional area of business.
KLO 8 Student will utilize research skills in business problem solving.

International Product Expansion Project: This exercise is designed to help assess your ability to tackle complex problems in a group environment and arrive at commercially sound and professional solutions. The project consists of two major parts: Business Proposal Wiki and presentation. You will work in a team to develop an international business proposal and produce a thoroughly researched, well-written wiki that also contains a video presentation of the information represented on each wiki page.

The class will be divided into groups for the group project. The total number of students enrolled in the class will determine the number of participants per group. Refer to the International Product Expansion Project Overview page on Blackboard for project details. Please note that this assignment combined is worth 50% of your final grade. Failure to adequately complete it can and will result in a failing grade for the course.

FORMAT FOR FORMAL REPORT/PRESENTATION

BBM 320, BUSINESS COMMUNICATIONS

1) INTRODUCTION
   Letter of transmittal, table of contents, list of illustrations, introductory summary (including why you are writing the report,)

2) BODY OF REPORT
Business overview, background information, international factor, Purpose Statement-
Summary of what you are proposing (Objective, goal)

3) FINDINGS/DISCUSSION
Analysis of data and findings.

4) SUMMARY
Major points of research, recommendation, alternatives, conclusion

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
• PowerPoint presentation or Wiki, handouts (face to face only), visual enhancements
• Projection of voice
• Was the overall presentation cohesive? (Limited repetition, introduction of members, etc.)
• Time management

*Presentation for online class will be developed using Kaltura