

BUSI 2304
Business Communication

Western Texas College

- I. Basic Course Information
 - A. Course Description: Theory and applications for technical reports and correspondence in business.

- II. Information about Learning Objectives and Outcomes - Student Learning Outcomes:
 - 1. Analyze communication situations and audiences to make choices about the most effective and efficient way to communicate and deliver messages
 - 2. Conduct research that includes the use of electronic library resources and the Internet; use the results of that research to complete written and oral reports
 - 3. Deliver effective business presentations in contexts that may require either extemporaneous or impromptu oral presentations
 - 4. Provide feedback, accept feedback, and use feedback to improve communication skills
 - 5. Write business documents that are grammatically correct and use appropriate business style
 - 6. Develop effective interpersonal communication skills
 - 7. Use communication technology appropriately and effectively

- III. Major Course Requirements
 - A. Major course requirement: Chapter quizzes
 - B. Major course requirement: Chapter exams
 - C. Major course requirement: Homework

- IV. Late Work Policy
 - A. All late work must be approved by instructor prior to being late
 - B. All late work will have at least 10% of the maximum grade deducted from earned grade
 - C. Instructor reserves all rights regarding the acceptance of late work without prior approval

- V. Information on Readings
 - A. Required text: *Business Communication: Today*, by Bovee and Thill, 15th Edition, Pearson. ISBN: 9780135891612 With MyLab or the ETEXT with MyLab ISBN-13: 9780135900239: Must have MyLab Access for the Course
 - B. For campus students all assessments will be submitted through Moodle unless instructor specifically mentions a change during the period of the course. For online students all assessments will be completed through Moodle, no exceptions.

- VI. Other Policies: Please refer to the WTC Course [Catalog](#) for the following:
- A. Campus Calendar
 - B. Final Exam schedule
 - C. How to drop a class
 - D. Withdrawal information
 - E. Student Conduct/Academic Integrity
 - F. Students with disabilities

VII. Course Organization

Unit I	Chapter 1	Professional Communication in a Digital, Social, Mobile World
	Chapter 2	Collaboration, Interpersonal Communication, and Business Etiquette
	Chapter 3	Communication Challenges in a Diverse, Global Marketplace
	Chapter 4	Planning Business Messages
	Chapter 5	Writing Business Messages
Unit II	Chapter 6	Completing Business Messages
	Chapter 7	Digital Media
	Chapter 8	Social Media
	Chapter 9	Visual Media
	Chapter 10	Writing Routine and Positive Messages
Unit III	Chapter 11	Writing Negative Messages
	Chapter 12	Writing Persuasive Messages
	Chapter 13	Finding, Evaluation, and Processing Information
	Chapter 14	Planning Reports and Proposals

*** The above schedule, policies, procedures, and assignments in this course are subject to change.**