

SYLLABUS  
PART I  
EDISON COMMUNITY COLLEGE  
BUS 223S BUSINESS COMMUNICATION  
3 CREDIT HOURS

**COURSE DESCRIPTION:**

Introduction to basic business communication principles and established written communication standards in preparation for the real-world workplace. Students will learn to analyze different writing situations, to plan and design communications, and to write in an appropriate style. Effective oral communication utilizing technology, strategy, and skills will be discussed and developed. Prerequisite: ENG 121S. Lab fee.

**COURSE GOALS:**

The student will:

Bloom's Level		Program Outcomes				
		A	B	C	O	P
4	1. Select and utilize appropriate formats for professional writing.	2	2	1,2	2	3
5	2. Plan, edit, and revise written work consistent with professional standards.	2	2	1,2	2	3
3	3. Prepare executive summaries.	2	2	2	2	3
5	4. Design and present oral communication skills.	3	5	1,2	2	3,6
4	5. Select and use appropriate graphic aids.	2	2	2	3	3
3	6. Use computer resources to achieve communication objectives	2	11	4	3	7
3	7. Prepare various business correspondences, including internal and external to the business organization	2	2	2	2	3
5	8. Compile and report business research.	2	11	1,2	2	2,3
3	9. Develop correspondence appropriate to the job search.	2	2	2	7	3

*For Program Outcomes: A=Accounting; B=Business Management; C=Computer Information Technology; O=Office Systems Administration; P=Paralegal*

**CORE VALUES**

The Core Values are a set of principles which guide in creating educational programs and environments at Edison. They include communication, ethics, critical thinking, human diversity, inquiry/respect for learning, and interpersonal skills/teamwork. The goals, objectives, and activities in this course will introduce/reinforce those Core Values whenever appropriate.

**TOPIC OUTLINE**

**I. Fundamentals of Business Writing**

- A. Adaptation and Selection of Words
- B. Construction of Clear and Concise Sentences and Paragraphs
- C. Writing for Effect
- D. Grammar, Sentence Structure, Writing Mechanics Review

- II. Basic Patterns of Business Messages
  - A. Directness in Initiating Routine Messages
  - B. Directness in Routine Responses
  - C. Indirectness for Bad News
  - D. Indirectness for Persuasion and Sales
  - E. Correspondence in the Job Search and Application
  
- III. Fundamentals of Report Writing
  - A. Basics of Report Writing
  - B. Report Structure: The Shorter Forms
  - C. Long, Formal Reports
  - D. Graphic Aids to Communication
  - E. MLA Documentation
  
- IV. Oral Forms of Business Communication
  - A. Oral and Interpersonal Communication
  - B. Oral Reporting and Public Speaking