

**Course # and Name as it appears in the catalog**

**GBUS 202 – Business Communications**

**Credit Hours: #3**

**Scheduled hours per week**

Lecture: #3

Hybrid

online

Lab: #

Other: #

**Catalog Course Description:** Prepares the student to understand business communications in its ever-changing environment. Includes: formula-style writing for good news, negative messages, and persuasive messages in memos, and short and long reports. Focuses on word usage, business research methods and presentation techniques. Common Professional Component Course.

**Pre-requisites:** na

**Co-requisites:** na

**Course Learning Outcomes:**

Students should be able to:

- Understand the complexity and importance of communications in the business world, both internal and external to one's company or agency. Included in the discussion will be the theories and uses of verbal, written and nonverbal communications.
- Determine the communication technique (verbal or written) that will be most effective in a given business situation.
- Use appropriate, politically correct language for all communications, written and verbal. This entails elimination of gender, racial, and other biases from all business communications. This will involve learning about the importance of appropriately communicating for inter cultural and international understanding.
- Prepare written communications that meet the following standards.
  - o Errorless grammar, spelling, punctuation, sentence structure, word choice, style, formatting, and proofreading.
  - o Use the "you" approach in solving business related problems for the following types of messages:
    - ♣ Direct requests, routine messages, good news messages.
    - ♣ Negative messages
    - ♣ Persuasive messages,
    - ♣ Goodwill messages, and
    - ♣ Business reports and PowerPoint presentations
- Demonstrate high levels of skill in listening, interviewing, and conducting meetings.
- Demonstrate mastery of word processing and electronic mail for communicating in business.

**Topics to be studied:**

Direct requests, routine messages, good news messages.

♣ Negative messages

♣ Persuasive messages,

♣ Goodwill messages, and

♣ Business reports and PowerPoint presentations • Demonstrate high levels of skill in listening, interviewing, and conducting meetings.

**Relationship of Course to Program or Discipline Learning Outcomes:**

Associate of Science in Business Administration (AS/BA) Program Outcomes:	
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Students who complete the Associate in Science in Business Administration at WVUP may elect to continue on for the Bachelor of Science in Business Administration or to transfer to another institution.	
At the conclusion of the AS in Business Administration program, students will:	
• Be well prepared to transfer and prosper in baccalaureate programs around the country or to be admitted to the Bachelor of Science in Business Administration at WVU at Parkersburg.	X
• Communicate effectively and professionally both orally and in writing within the context of the business world.	X
• Demonstrate competence in the use of electronic tools -hardware and software-- to research, manage, and present information.	X
• Demonstrate use of quantitative and qualitative strategies to support organizational decision- making based on analysis of functional business areas including accounting, management, and marketing.	
• Demonstrate the ability to solve problems using programmed and non-programmed decision techniques using logical reasoning for evaluating information and data.	X
• Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people who have different roles, social affiliations, and personalities.	X

Associate of Applied Science in Business Administration (AAS/BA) Program Outcomes:	
At the conclusion of the AAS in Business Administration program, students will:	
• Communicate effectively and professionally both orally and in writing within the context of the business world.	X
• Demonstrate competence in the use of electronic tools -hardware and software-to research, manage, and present information.	X
• Demonstrate use of quantitative and qualitative strategies to support organizational decision- making based on analysis of functional business areas including accounting, management, and marketing.	
• Demonstrate the ability to solve problems using programmed and non-programmed decision techniques using logical reasoning for evaluating information and data.	X
• Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people who have different roles, social affiliations, and personalities.	X
• Be prepared for admission to the Bachelor of Applied Science in Business Administration degree at WVU at Parkersburg.	X
<b>Relationship of Course to General Education Learning Outcomes:</b>	
<b>Composition and Rhetoric</b> Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
<b>Science &amp; Technology</b> Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	X
<b>Mathematics &amp; Quantitative Skills</b> Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
<b>Society, Diversity, &amp; Connections</b> Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
<b>Human Inquiry &amp; the Past</b> Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
<b>The Arts &amp; Creativity</b>	X

Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	
5/3/2016	

**Special requirements of the course:**

na

**Additional information:**

na

**Prepared by:** Jeff Holland

**Date:** 10/20/2017