

# **BU271T**

## **Principles of Professional Communication**

### **[Onsite]**

#### **Course Description:**

This course lays a foundation for business communication in a wide variety of venues. Areas of instruction include electronic and hard-copy communication media, multicultural communication, and communicating with internal and external customers.

#### **Prerequisite(s) and/or Corequisite(s):**

Prerequisites: GE117T Composition I or equivalent, BU121T Introduction to Business in a Global Society

**Credit hours: 4**

**Contact hours: 48 (48 Theory Hours)**

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Instructor

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Office hours

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Class hours

## I. MAJOR INSTRUCTIONAL AREAS

- Communication process within organizations
- Communication media including electronic and hard copy
- Communicating in teams
- Communicating with internal and external customers
- Analysis of communication
- Multicultural communication

## II. COURSE OBJECTIVES

After successful completion of this course, the student will be able to

1. Identify the key concepts associated with effective communication and analyze those attributes in the context of designing internal messages or messages for customers.
2. Create effective collaborative messages.
3. Analyze patterns of effective communication with people from different cultural backgrounds, with the goal of using such information to implement effective communication strategies for collaborative projects or customers.
4. Create effective business messages by analyzing and applying the process of planning, writing, and completing various styles and formats of messages, depending on the audience.
5. Design routine messages, bad-news messages, and persuasive messages using the three-step writing process, appropriate for internal audiences or customers.
6. Use the resources of the ITT Tech Virtual Library to research a specific culture and create a written business report, which would be appropriate for that culture's audience.
7. Create effective business messages for internal and external customers.
8. Demonstrate appropriate use of a variety of electronic and hard-copy communication media.

9. Evaluate examples of written communication to determine if they are ethical and professional.

**SCANS Objectives:**

1. Generates new ideas.
2. Specifies goals and constraints, generates alternatives, considers risks, and evaluates and chooses best alternative.
3. Recognizes problems and devises and implements plan of action.
4. Uses efficient learning techniques to acquire and apply new knowledge and skills.
5. Discovers a rule or principle underlying the relationships between two or more objects and applies it when solving a problem.
6. Exerts a high level of effort and perseveres toward goal attainment when faced with obstacles to effective communication.
7. Assesses personal communication skills and goals, monitors progress, and exhibits self-control, with the goal of minimizing obstacles to effective communication.
8. Works well with a variety of people from culturally, academically, and/or economically diverse backgrounds.
9. Acquires and evaluates information; organizes and maintains information; interprets and communicates information.

**III. STUDENT TEXT**

Thill, John V., and Courtland L. Bovée. *Excellence in Business Communication, 6<sup>th</sup> ed.* Prentice Hall, Upper Saddle River, 2005 .

#### IV. EVALUATION

##### COURSE REQUIREMENTS

1. Attendance and Participation

Regular attendance and participation are essential for satisfactory progress in this course.

2. Completed Assignments

Each student is responsible for completing all assignments on time.

3. Team Participation (if applicable)

Each student is responsible for participating in team assignments and for completing the delegated task. Each team member must honestly evaluate the contributions by all members of his or her respective teams.

The final grade will be based on the following weighted values:

<b>CATEGORY</b>	<b>PERCENT</b>
Discussion	10%
Minor Assignments	25%
Major Assignments	25%
Project I	30%
Quizzes	10%
<b>Total</b>	<b>100 %</b>

Final grades will be calculated from the percentages earned in class as follows:

A	90 - 100%	4.0
B+	85 - 89%	3.5
B	80 - 84%	3.0
C+	75 - 79%	2.5
C	70 - 74%	2.0
D+	65 - 69%	1.5

D	60 - 64%	1.0
F	<60%	0.0

## V. REFERENCES

### ITT Tech Virtual Library

<http://library.itt-tech.edu>

Log in to the ITT Tech Virtual Library to access online books, journals, and other reference resources selected to support ITT Tech curricula.

ITT Tech Virtual Library>Reference Resources>Grammar, Writing, and Style>APA Style

ITT Tech Virtual Library>Reference Resources>Grammar, Writing, and Style>11 Rules of Writing

ITT Tech Virtual Library>Reference Resources>Grammar, Writing, and Style>Online Writing Lab at Purdue University

### Books: Ebrary

Belker, Loren B. and Gary S. Topchik. First Time Manager. NY: AMACOM, 2005.

Bozek, Phillip E. 50 One-Minute Tips to Better Communication: A Wealth of Business Communication Ideas. Cambridge, MA: Course Technology Crisp, 1997.

Carey, John A. Business Letters for Busy People: Time-Saving Ready-to-Use Letters for Any Occasion. Franklin Lakes, NJ: Career Press, Inc., 2002.

Cleland, Jane. Business Writing for Results. NY: The McGraw-Hill Companies, 2003.

Ellis, Richard. Communication Skills—Stepladders to Success for the Professional. Bristol, United Kingdom: Intellect Books, 2002.

Gesteland, Richard R. Cross-Cultural Business Behavior. Copenhagen, Denmark: Copenhagen Business School Press, 2002.

Hartley, Peter and Clive Bruckham. Business Communication: An Introduction. NY: Routledge, 2000.

Hershkowitz-Coore, Sue A. Power Sales Writing. NY: McGraw-Hill Trade, 2003.

Mai, Robert and Alan Akerson. Leader As Communicator: Strategies and Tactics to Build Loyalty, Focus Effort, and Spark Creativity. AMACOM, 2003.

Meyer, Harold E. Skill & Art of Business Writing: An Everyday Guide & Reference. Westport, CT: Greenwood Publishing Group, Inc., 2001.

Podesta, Sandra and Andrea Paxton. 201 Killer Cover Letters. NY: McGraw-Hill Trade, 2003.

Public Library Association. The Guide to Basic Cover Letter Writing. NY: McGraw-Hill



Professional, 2003.

Pugh, David G. and Terry R. Bacon. Powerful Proposals: How to Give Your Business the Winning Edge. NY: AMACOM, 2004.

Putzi, Sybilla M. Global Road Warrior: 95-Country Handbook for the International Business Traveler & Communicator. Novato, CA: World Trade Press, 2001.

Rozakis, Laurie. English Grammar for the Utterly Confused. NY: McGraw-Hill Trade, 2003.

Seglin, Jeffrey L. and Edward Coleman. AMA Handbook of Business Letters. NY: AMACOM, 2002.

Steibel, Barbara. The Manager's Guide to Effective Meetings. NY: McGraw-Hill Professional, 2002.

Szukala, Brian and Darren O'Connor. 21<sup>st</sup> Century Communication. St. Albans, United Kingdom: Scitech Educational, 2001.

## Periodicals

**Check EbscoHost to find these and numerous other periodicals:**

***Business Week***

***Communication Quarterly***

***Communication World***

- School of Study> School of Business >Professional Organizations
  
- School of Study> School of Business >Recommended Links

### Other Books

Clark, Boyd and Ron Crossland. The Leader's Voice: How Your Communication Can Inspire Action and Get Results!. NY: Select Books, Incorporated, 2002.

Cunningham, Helen and Brenda Greene. The Business Style Handbook: An A-Z Guide for Writing on the Job with Tips from Communications Experts at the Fortune 500. Columbus, OH: The McGraw-Hill Company, 2002.

Friedman, Jack P. Dictionary of Business Terms. Hauppauge, NY: Barron's Educational Series, Incorporated, 2000.

Hemphill, Phyllis and M.S. Davis. Business Communications with Writing Improvement Exercises. Upper Saddle River, NJ: Prentice Hall, 2002.

Locker, Kitty O. Business and Administrative Communications with CD, PowerWeb, and Bcomm Skill Booster. Columbus, OH: The McGraw-Hill Companies, 2002.

Nichols, Ralph G., Leonard A. Stevens, Chris Argyis, Antony Jany, and George Prince. Harvard Business Review on Effective Communications. Boston, MA: Harvard Business School Publishing, 1999.

Peoples, Tim. Professional Writing and Rhetoric: Readings from the Field, 1e. Upper Saddle River, NJ: Longman, 2003.

Porter, James, Patricia Sullivan, and Johndan Johnson-Eilola. Professional Writing Online. Upper Saddle River, NJ: Longman, 2004.

Quible, Zane K., Margaret H. Johnson, and Dennis L. Mott. Business Communications: Principles and Applications, Upper Saddle River, NJ: Prentice Hall, 1996.

Roman, Kenneth and Joel Raphaelson. Writing that Works: How to Communicate Effectively in Business. NY: Harper Collins Publisher, 2000.

Stallings, William and Richard Van Slyke. Business Data Communications. Upper Saddle River, NJ: Pearson Education, 2000.

## VI. COURSE OUTLINE

WK	CH	Topic	Minor Assignments	Major Assignments	Discussion	Quizzes (time given at instructor discretion)	Project: Research Paper		Total
							ASSN	DU E	
1	1	Effective Business Communication	1	1	1		A	-	3
2	2, 3	Communicating in Teams Communicating Interculturally	1	1	2		B	A	5
3	4	Planning Business Messages	2	1	1		C	-	4

WK	CH	Topic	Minor Assignments	Major Assignments	Discussion	Quizzes (time given at instructor discretion)	Project: Research Paper		Total
							ASSN	DU E	
4	5	Writing Business Messages	3		1		-	B	5
5	6	Completing Business Messages	3	1	-		-	C	5
6	7	Writing Routine Messages	2	1	1		D	-	4
7	8	Writing Bad-News Messages	3		1		-	D	5
8	9	Writing Persuasive Messages		2	-		E	-	2
9	10	Planning Business Reports and Proposals	2	1	1		F	E	5
10	11	Writing Business Reports and Proposals	-	-	-		G	F	1
11	12	Completing Formal Business Reports and Proposals	-	-	-		H	G,H	2
Totals			17	8	8	Minimum of 3		8	