

ITT Technical Institute
BU271
Principles of Professional
Communication
Onsite Course

SYLLABUS

Credit hours: 4

Contact/Instructional hours: 40 (40 Theory Hours)

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

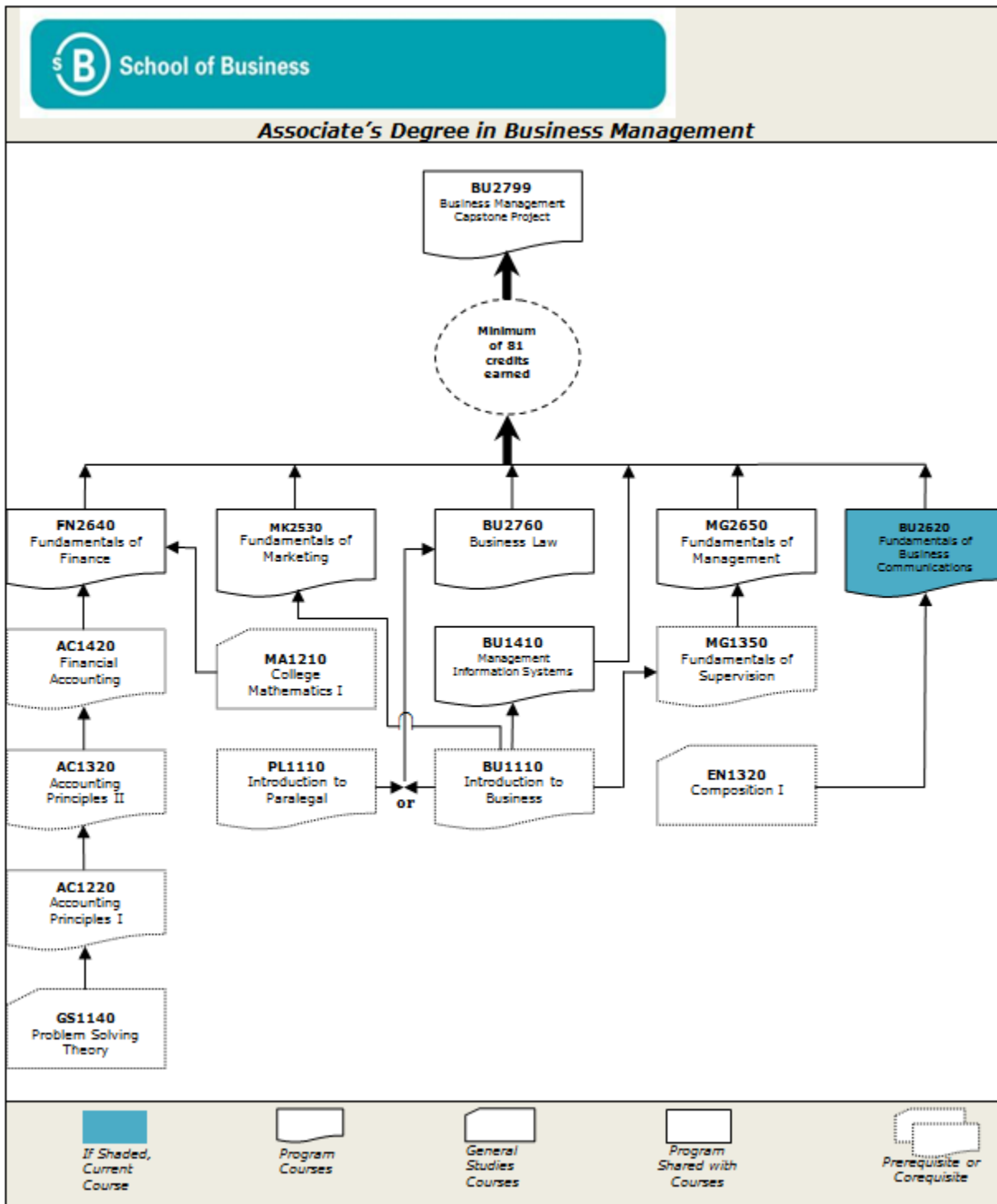
Prerequisites: GE117 Composition I or equivalent, BU121 Introduction to Business in a Global Society

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.

Where Does This Course Belong?

The following diagram demonstrates how this course fits in the standard program:



NOTE: Refer to the catalog for the state-specific course and program information, if applicable.

This course is required for the Associate's Degree in Business Management program. This program covers the following core areas:

- Accounting
- Communications
- Marketing
- Supervision
- Management
- Business Operations

Course Summary

Major Instructional Areas

1. Communication Process within Organizations
2. Communication Media
3. Communicating in Teams
4. Communicating with Internal and External Customers
5. Analysis of Communication
6. Multicultural Communication

Course Objectives

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. Using the resources of the ITT Tech Virtual Library to research a specific culture, create a written business report that 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.
10. Give a professional presentation demonstrating effective use of audience analysis, visual aids, and effective communication.

Learning Materials and References

Required Resources

Complete Textbook Package
Thill, J. V., & Bovée, C. L. (2013). <i>Excellence in business communication</i> (10 th ed.). Upper Saddle River, NJ: Pearson.
MyLab: www.MyBCommLab.com *

*Student access instructions for MyBCommLab are provided in a separate handout.

Recommended Resources

Books and Professional Journals

- Business Communication Quarterly: <http://bcq.sagepub.com/>
- Journal of Business Communication: <http://job.sagepub.com/>

Professional Associations

- American Management Association: <http://www.amanet.org/>
- American Marketing Association: <http://www.marketingpower.com/Pages/default.aspx>

ITT Tech Virtual Library (accessed via Student Portal | <https://studentportal.itt-tech.edu>)

Books> Ebrary

- Comfort, J. & Franklin, P. (2011). *The mindful international manager: How to effectively work across cultures*. Philadelphia: Kogan.
- LeFever, L. (2012) *The art of explanation: Making your ideas, products and services easier to understand*. Hoboken, N.J.: Wiley & Sons.

NOTE: All links are subject to change without prior notice.

Information Search

Use the following keywords to search for additional online resources that you can use to support your work on the course assignments:

- Business document design
- Communication process

- Electronic communication
- Business plan
- Business etiquette
- Cultural impacts on business
- Employment search
- Effective presentation design

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Suggested Learning Approach

In this course, you will be studying individually and within a group of your peers. As you work on the course deliverables, you are encouraged to share ideas with your peers and instructor, work collaboratively on projects and team assignments, raise critical questions, and provide constructive feedback.

Use the following advice to receive maximum learning benefits from your participation in this course:

DO	DON'T
<ul style="list-style-type: none"> ▪ Do take a proactive learning approach ▪ Do share your thoughts on critical issues and potential problem solutions ▪ Do plan your course work in advance ▪ Do explore a variety of learning resources in addition to the textbook ▪ Do offer relevant examples from your experience ▪ Do make an effort to understand different points of view ▪ Do connect concepts explored in this course to real-life professional situations and your own experiences 	<ul style="list-style-type: none"> ▪ Don't assume there is only one correct answer to a question ▪ Don't be afraid to share your perspective on the issues analyzed in the course ▪ Don't be negative about the points of view that are different from yours ▪ Don't underestimate the impact of collaboration on your learning ▪ Don't limit your course experience to reading the textbook ▪ Don't postpone your work on the course deliverables – work on small assignment components every day

Course Outline

<p>Unit 1: EFFECTIVE BUSINESS COMMUNICATION</p> <p>Upon completion of this unit, students are expected to:</p> <ul style="list-style-type: none"> Explain the differences between past and current trends in business communication. Evaluate effective communication practices for grammatical and structural format. Demonstrate audience analysis techniques and apply to business cases. Analyze communications for ethical and legal standards. <p style="text-align: right;">Total outside work: 8.5 hours</p>			
READING ASSIGNMENT	<ul style="list-style-type: none"> Thill & Bovée, Chapter 1 		
OUTSIDE WORK	Activity		Estimated Time
	Complete the reading assignment		1 hr.
	Work on Unit 1 Journal 1		3 hrs.
	Work on Unit 1 Exercise 1		1.5 hrs.
	Work on Unit 1 Assignment 1		3 hrs.
GRADED ACTIVITIES/ DELIVERABLES	Grading Category	Activity/Deliverable Title	Grade Allocation (5% of all graded work)
	Assignment	Unit 1 Assignment 1: Communication Trends	2%
	Journal	Unit 1 Journal 1: Solving Communication Dilemmas at Toyota	2%
	Exercise	Unit 1 Exercise 1: Memo Makeover	1%

<p>Unit 2: COMMUNICATING IN TEAMS AND DIVERSE CULTURES</p> <p>Upon completion of this unit, students are expected to:</p> <ul style="list-style-type: none"> Identify the benefits and disadvantages of working in teams in collaborative communication. Analyze approaches to collaborative writing. Synthesize business communication approaches for business case application. Combine listening and nonverbal communication through role-play in business scenarios. Resolve communication dilemmas in typical business situations. Evaluate cultural variances in business communication and etiquette using research. <p style="text-align: right;">Total outside work: 10.25 hours</p>			
READING ASSIGNMENT	<ul style="list-style-type: none"> Thill & Bovée, Chapters 2–3 (pp. 34–92) 		
OUTSIDE WORK	Activity		Estimated Time
	Complete the reading assignment		1 hr. 30 min.
	Work on Unit 2 Assignment 1		4 hrs. 30 min.
	Work on Unit 2 Journal 1		3 hrs.
	Work on Unit 2 Exercise 1		45 min.
	Work on Unit 2 Presentation 1		30 min.
GRADED ACTIVITIES/ DELIVERABLES	Grading Category	Activity/Deliverable Title	Grade Allocation

			(7% of all graded work)
	Assignment	Unit 2 Assignment 1: Teams and Cultural Differences	2%
	Journal	Unit 2 Journal 1: Solving Communication Dilemmas at IBM	2%
	Exercise	Unit 2 Exercise 1: Email and Letter Makeover	1%
	Presentation	Unit 2 Presentation 1: Teams, Culture, and Etiquette	2%

Unit 3: APPLYING THE THREE-STEP WRITING PROCESS

Upon completion of this unit, students are expected to:

- Explain the three-step writing process.
- Compare and contrast various communication media.
- Apply audience analysis techniques to a business case.
- Design a business message using effective process.
- Review messages for effectiveness, grammar, and audience analysis.
- Apply the three-step writing process to a business application.

**Total
outside
work:**
9 hours

READING ASSIGNMENT	<ul style="list-style-type: none"> • Thill & Bovée, Chapters 4–6 (pp. 94–180) 		
OUTSIDE WORK	Activity		Estimated Time
	Complete the reading assignment		2 hrs.
	Work on Unit 3 Assignment 1		2 hrs.
	Work on Unit 3 Journal 1		2 hrs.
	Work on Unit 3 Exercise 1		45 min.
	Work on Unit 3 Exercise 2		45 min.
Study for Unit 3 Quiz 1		1 hr. 30 min.	
GRADED ACTIVITIES/ DELIVERABLES	Grading Category	Activity/Deliverable Title	Grade Allocation (10% of all graded work)
	Assignment	Unit 3 Assignment 1: Communication Log	2%
	Journal	Unit 3 Journal 1: Solving Communication Dilemmas at Jefferson Rabb Web Design	2%
	Exercise	Unit 3 Exercise 1: Letter Writing	1%
		Unit 3 Exercise 2: Improve the Letter	1%
Quiz	Unit 3 Quiz 1	4%	

Unit 4: CREATING MESSAGES FOR ELECTRONIC MEDIA			
Upon completion of this unit, students are expected to:			
<ul style="list-style-type: none"> • Compare and contrast the effectiveness of electronic media. • Construct an example of effective social media content. • Create guidelines for employees regarding social media in the workplace. • Apply the three-step writing process to business cases in blogging, email, and podcasting. • Critique electronic messages for content, language, and format. 			Total outside work: 6 hours
READING ASSIGNMENT	<ul style="list-style-type: none"> • Thill & Bovée, Chapter 7 (pp. 182–222) 		
OUTSIDE WORK	Activity		Estimated Time
	Complete the reading assignment		1 hr. 30 min.
	Work on Unit 4 Assignment 1		1 hr. 30 min.
	Work on Unit 4 Journal 1		3 hrs.
GRADED ACTIVITIES/ DELIVERABLES	Grading Category	Activity/Deliverable Title	Grade Allocation (7% of all graded work)
	Assignment	Unit 4 Assignment 1: Electronic Messages Guide	2%
	Journal	Unit 4 Journal 1: Solving Communication Dilemmas at Southwest Airlines	2%
	Exercise	Unit 4 Exercise 1: Peer Review of a Letter	1%
	Presentation	Unit 4 Presentation 1: Electronic Media	2%

Unit 5: WRITING ROUTINE AND POSITIVE MESSAGES			
Upon completion of this unit, students are expected to:			
<ul style="list-style-type: none"> • Discuss the writing strategy for routine and positive messages. • Design a letter for making a claim and requesting adjustments. • Critique and revise a routine message. • Create positive responses for various types of requests or concerns. • Apply communication techniques to a business case focusing on email, letter writing, and routine messages. 			Total outside work: 6.25 hours
READING ASSIGNMENT	<ul style="list-style-type: none"> • Thill & Bovée, Chapter 8 (pp. 223–253) 		
OUTSIDE WORK	Activity		Estimated Time
	Complete the reading assignment		1 hr.
	Work on Unit 5 Assignment 1		1 hr. 30 min.
	Work on Unit 5 Journal 1		3 hrs.
	Work on Unit 5 Exercise 1		45 min.
GRADED ACTIVITIES/ DELIVERABLES	Grading Category	Activity/Deliverable Title	Grade Allocation (5% of all graded work)
	Assignment	Unit 5 Assignment 1: Press Releases	2%
	Journal	Unit 5 Journal 1: Positive Responses	2%

Exercise	Unit 5 Exercise 1: Improve the Email Message	1%
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Unit 6: WRITING NEGATIVE MESSAGES

Upon completion of this unit, students are expected to:

- Explain the differences between direct and indirect approaches to negative messages.
- Apply the three-step writing process to composing negative messages.
- Critique and revise a negative message.
- Construct and evaluate a typical crisis management communication in a business scenario.
- Devise effective negative messages in email, letter, and telephone format.

**Total
outside
work:**
11.75 hours

READING ASSIGNMENT	• Thill & Bovée, Chapter 9 (pp. 254–290)		
OUTSIDE WORK	Activity		Estimated Time
	Complete the reading assignment		1 hr.
	Work on Unit 6 Assignment 1		3 hrs.
	Work on Unit 6 Journal 1		3 hrs.
	Work on Unit 6 Exercise 1		45 min.
Work on Unit 6 Project Part 1		4 hrs.	
GRADED ACTIVITIES/ DELIVERABLES	Grading Category	Activity/Deliverable Title	Grade Allocation (8% of all graded work)
	Assignment	Unit 6 Assignment 1: Crisis Communication Plan	2%
	Journal	Unit 6 Journal 1: Crisis Communication	2%
	Exercise	Unit 6 Exercise 1: Improve the Bad News Message	1%
	Project	Unit 6 Project Part 1: Letter of Intent and Request	3%

Unit 7: WRITING PERSUASIVE MESSAGES, REPORTS, AND PLANNING PROPOSALS

Upon completion of this unit, students are expected to:

- Distinguish between emotional and logical appeals.
- Apply audience analysis techniques to establish credibility.
- Develop sales and marketing messages.
- Debate the impact of persuasive messages with a classroom audience.
- Evaluate business cases and scenarios to formulate appropriate persuasive messages.
- Compare and contrast common types of business reports.
- Compose a planning proposal in memo format using effective business research.

**Total
outside
work:**
7.25 hours

READING ASSIGNMENT	• Thill & Bovée, Chapters 10–11 (pp. 291–366)		
OUTSIDE WORK	Activity		Estimated Time
	Complete the reading assignment		2 hrs.
	Work on Unit 7 Journal 1		3 hrs.
	Work on Unit 7 Exercise 1		45 min.
	Study for Unit 7 Quiz 2		1 hr. 30 min.
GRADED ACTIVITIES/ DELIVERABLES	Grading	Activity/Deliverable Title	Grade

DELIVERABLES	Category		Allocation (9% of all graded work)
	Journal	Unit 7 Journal 1: Persuasive Messages	2%
	Exercise	Unit 7 Exercise 1: Improve the Email	1%
	Presentation	Unit 7 Presentation 1: Pros and Cons of Social Media	2%
	Quiz	Unit 7 Quiz 2	4%

Unit 8: REPORTS AND PROPOSALS

Upon completion of this unit, students are expected to:

- Describe five characteristics of effective writing of online reports.
- Outline strategies to create effective proposal arguments.
- Construct effective visual aids to enhance reports and proposals.
- Analyze and evaluate formal reports and proposals presented by peers.
- Apply reports and proposals to a business scenario.

Total outside work:
11 hours

READING ASSIGNMENT	<ul style="list-style-type: none"> • Thill & Bovée, Chapters 12–13 (pp. 367–451) 		
OUTSIDE WORK	Activity	Estimated Time	
	Complete the reading assignment	2 hrs.	
	Work on Unit 8 Assignment 1	3 hrs.	
	Work on Unit 8 Journal 1	2 hrs.	
	Work on Unit 8 Project Part 2	4 hrs.	
GRADED ACTIVITIES/ DELIVERABLES	Grading Category	Activity/Deliverable Title	Grade Allocation (10% of all graded work)
	Assignment	Unit 8 Assignment 1: Reports and Presentations Guide	2%
	Journal	Unit 8 Journal 1: Solving Communication Dilemmas at Garage Technology Ventures	2%
	Exercise	Unit 8 Exercise 1: Improve the Policy Report	1%
	Presentation	Unit 8 Presentation 1: Proposal and Feedback	2%
	Project	Unit 8 Project Part 2: Advertisement Proposal	3%

Unit 9: DESIGNING AND DELIVERING ORAL AND ONLINE PRESENTATIONS

Upon completion of this unit, students are expected to:

- Create a flowchart for a presentation.
- Formulate tools for making presentations in a global economy.
- Apply visual aid recommendations in presentation format.
- Deliver a presentation on a business case problem using visual aids.
- Evaluate presentation techniques.
- Revise presentation format for adherence to online presentation requirements.

Total outside work:
8.5 hours

READING ASSIGNMENT	<ul style="list-style-type: none"> • Thill & Bovée, Chapter 14 (pp. 452–486) 	
OUTSIDE WORK	Activity	Estimated Time
	Complete the reading assignment	1 hr.
	Work on Unit 9 Assignment 1	2 hrs. 30

		min.	
	Work on Unit 9 Project Part 3	4 hrs.	
	Study for Unit 9 Quiz 3	1 hr.	
GRADED ACTIVITIES/ DELIVERABLES	Grading Category	Activity/Deliverable Title	Grade Allocation (11% of all graded work)
	Assignment	Unit 9 Assignment 1: Presentation Tools and Tips	2%
	Presentation	Unit 9 Presentation 1: Presentation Tips	2%
	Project	Unit 9 Project Part 3: Governmental Proposal	3%
	Quiz	Unit 9 Quiz 3	4%

Unit 10: EMPLOYMENT COMMUNICATION

Upon completion of this unit, students are expected to:

- Differentiate between networking and job search strategies.
- Evaluate different résumé formats.
- Research and summarize current employment interview practices.
- Compose a cover letter, application letter, and thank you note for employment situations.
- Role-play interview sessions and evaluate the performance of peers.
- Construct a checklist for seeking employment to demonstrate best practices.

Total outside work:
8.25 hours

READING ASSIGNMENT	<ul style="list-style-type: none"> • Thill & Bovée, Chapters 15 and 16 (pp. 488–554) 		
OUTSIDE WORK	Activity	Estimated Time	
	Complete the reading assignment	1 hr. 30 min.	
	Work on Unit 10 Journal 1	3 hrs.	
	Work on Unit 10 Exercise 1	45 min.	
	Work on Unit 10 Project Part 4	3 hrs.	
GRADED ACTIVITIES/ DELIVERABLES	Grading Category	Activity/Deliverable Title	Grade Allocation (10% of all graded work)
	Journal	Unit 10 Journal 1: Lessons Learned	4%
	Exercise	Unit 10 Exercise 1: Résumé	1%
	Presentation	Unit 10 Presentation 1: Interviewing	2%
	Project	Unit 10 Project Part 4: Cultural Handbook	3%

Unit 11: COURSE REVIEW AND FINAL EXAM

All Learning Outcomes are covered in this unit.

Total outside work:
12 hours

READING ASSIGNMENT	<ul style="list-style-type: none"> • None 	
OUTSIDE WORK	Activity	Estimated Time
	Work on Unit 11 Project Part 5	5 hrs. 30 min.
	Work on Unit 11 Project Part 6 Presentation	1 hr. 30 min.
	Study for Exam	5 hrs.

	Grading Category	Activity/Deliverable Title	Grade Allocation (18% of all graded work)
GRADED ACTIVITIES/ DELIVERABLES	Project	Unit 11 Project Part 5: Cultural Communications Project (Written Project Portfolio and Presentation)	4%
		Unit 11 Project Part 6: Cultural Communications Project Presentation	4%
	Exam	Final Exam	10%

Note: Your instructor may add a few learning activities that will change the grade allocation for each assignment in a category. The overall category percentages will not change.

Evaluation and Grading

Evaluation Criteria

The graded assignments will be evaluated using the following weighted categories:

Category	Weight
Assignment	16%
Journal	20%
Exercise	10%
Presentation	12%
Project	20%
Quiz	12%
Exam	10%
TOTAL	100%

Grade Conversion

The final grades will be calculated from the percentages earned in the course, as follows:

Grade	Percentage
A (4.0)	90–100%
B+ (3.5)	85–89%
B (3.0)	80–84%
C+ (2.5)	75–79%
C (2.0)	70–74%
D+ (1.5)	65–69%
D (1.0)	60–64%
F (0.0)	<60%

Academic Integrity

All students must comply with the policies that regulate all forms of academic dishonesty or academic misconduct, including plagiarism, self-plagiarism, fabrication, deception, cheating, and sabotage. For more information on the academic honesty policies, refer to the Student Handbook and the Course Catalog.

(End of Syllabus)