

**American University of Central Asia**  
**Bachelor of Business Administration**

**Syllabus**

**Course Number:** BUS 301.1  
**Course Name:** Business Communication  
**Number of Credits:** 6

**Course Description:**

Communication, whatever method used, needs to inform. In the business environment writing clear, concise, comprehensible copy is critical to success.

The study of Business Communication enables the comprehension of soft-skills within commerce. Aside from understanding the core principles of Business Communications as a study, the course will teach you how to effectively comprehend, position, and deliver messages within various disciplines.

This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern business communication.

**Objectives of this course:**

Upon successful completion of this course, the student should be able to:

- Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
- Identify ethical, legal, cultural, and global issues affecting business communication.
- Utilize analytical and problem solving skills appropriate to business communication.
- Participate in team activities that lead to the development of collaborative work skills.
- Select appropriate organizational formats and channels used in developing and presenting business messages.
- Compose and revise accurate business documents using computer technology.
- Communicate via electronic mail, Internet, and other technologies.
- Deliver an effective oral business presentation.

**Expectations:**

- You should expect to be provided with a broad and comprehensive exposure to current thinking and research related to the course, and related impacts on individuals and organizations.
- It is anticipated you will exert the necessary effort to read the assigned material, participate in class discussions, and be present on a regular basis.
- As a result, it is expected you will take ownership of the learning process and hold yourself accountable and responsible for the acquisition and integration of the knowledge and learning related to the subject content and processes.
- Your acquisition of knowledge, and the grade you earn for the course, will be direct reflections of the amount of effort and commitment you make during the semester.

**Academic Dishonesty:**

As defined, academic dishonesty is a "failure to maintain academic integrity." Failing to maintain academic integrity includes obtaining or giving help on an examination, doing work for another student, and plagiarism.

Plagiarism is a serious issue in academic settings. There is a general rule for avoiding plagiarism: never attempt to pass off another's work as your own. More specific guidelines are:

- Do not copy words from any source without quoting and citing that source. The quotation should be reproduced in the exact manner in which the quote is taken.
- Do not use the ideas, concepts or opinions from any source without citing that source. Included are key terms, technical concepts and original views.
- Paraphrasing is acceptable; however, one must take care to cite the source and not misrepresent the original thesis. Paraphrasing often is the area in which most charges of plagiarism result.

Students are expected to maintain high ethical standards in all their courses. All cases of academic dishonesty will result in a failing grade and will be referred to the Head of Business Administration department for administrative review.

**Course Materials**

Item	Author(s)	Reference
1	John V. Thill and Courtland L. Bovée	Excellence in Business Communication Today, 10th edition, Pierson, 2013

**Course Policies**

Issue	Policy
Changes	The course instructors reserve the right to modify any and all portions of this syllabus at any time during the period of the course. Any modifications will be communicated in writing to students.
Submission of	Written assignments are to be completed in APA style Format in class

assignments	on the date they are due. Assignments are to be submitted online through e-course. Late submission will account for -15% of achieved grade.
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Grade Component	Percent
Class Attendance/ Participation	10%
Mid Term Exam	25%
Student Presentation	20%
Job Interview	20%
Final Exam	25%
<b>Total</b>	<b>100%</b>

### Overall Course Grading

The grading scale, which is standard in the Business Administration department, is as follows:

A	100 – 93	C	76 - 73
A-	92 – 90	C-	72 - 70
B+	89 – 87	D+	69 - 67
B	86 – 83	D	66 - 63
B-	82 – 80	D-	62 - 60
C+	79 – 77	F	59 - 0

The grade of **C** implies a student's performance is "satisfactory." This represents a student that has understood the subject material, shows reasonable competence, and conforms to the minimum requirements.

The grade of **B** represents "good scholarship." This identifies a student that has performed at a higher than satisfactory level, exhibits proficient use of course related terminology, and deals with challenging topics.

The grade of **A** represents "outstanding scholarship." This is reserved for those students that have shown distinction in their performance, advance the general understanding of the material, and apply both terminology and principles in completing course related assignments.

In order to receive full credit, assigned work must be submitted before the scheduled submission deadline. Therefore, students keeping up with the course work and submitting assignments on time is essential. *Late assignments will not be accepted for grading.* If commitments make submitting assignments on schedule impossible, students must consult

with the professor at least ten days in advance to make other arrangements. Failure to plan on your part does not constitute an emergency on our part.

### **Group Presentation:**

- Teams of 2-3 people will be formed.
- Each team will give interactive oral presentation. The team will need to answer questions from the class during and after the presentation.
- Each team will have 20 minutes for presentation and then time for Q&A.
- Oral presentation will be graded for the delivery of content
  - Content includes whether your presentation was accurate, complete, specific, detailed, and error free. Were appropriate analytical tools included? Were they correct? Were your recommendations specific? Did you show clearly how your recommendations could be implemented? Tell exactly when, how, where, and why your recommendations are appropriate.
- Everyone on your team will receive the same final grade on your oral presentation. Each member should do their fair share of work on preparing and presenting the case analysis.
- During each case presentation, the class will ask the presenting team questions, solicit further explanation of any unclear parts of the presentation, point out any mistakes in the analysis presented, comment on the feasibility and thoroughness of recommendations given, and, perhaps, offer counter-recommendations with supporting analysis or information. Helpful criticism, praise, and compliments should be given, as appropriate.

### **Exams:**

There are two examinations in the course and they comprise 50% of your grade. The exam questions are designed to evaluate your mastery of the reading material and lectures. The content of the exams will include questions, readings and lectures. All course materials are “important.” Lectures are designed to illustrate and exemplify each chapter.

### **Attendance and participation:**

Students are expected to be prepared by reading the materials before class, complete the given assignments on time and participate in the class discussions.

Attending all classes should be in student’s interest. Missing more than **three** classes without medical excuse can lead to more severe consequences (see course rules).

### **Office hours and contacting your professor**

To contact the professors, use the available office hours, e-mail or speak with the Business Administration office manager. During office hours, no appointment is necessary; however, prior notice would be appreciated.

### Tentative Schedule with due dates for assignments

#	Date	Lecture Topic	Readings Assignment
Week 1	19 <sup>th</sup> Jan.	Introduction, Syllabus overview Achieving Success through effective business communication	Chapter 1
	21 <sup>th</sup> Jan.	Continuation/ case study/ discussion	
Week 2	26 <sup>th</sup> Jan.	Mastering Team Skills and Interpersonal Communication	Chapter 2
	28 <sup>th</sup> Jan.	Continuation/ case study/ discussion	
Week 3	2 <sup>nd</sup> Feb.	Communicating in a world of Diversity	Chapter 3
	4 <sup>th</sup> Feb.	Continuation/ case study/ discussion	
Week 4	9 <sup>th</sup> Feb.	Planning Business Messages	Chapter 4
	11 <sup>th</sup> Feb.	Continuation/ case study/ discussion	
Week 5	16 <sup>th</sup> Feb.	Writing Business Messages	Chapter 5
	18 <sup>nd</sup> Feb.	Continuation/ case study/ discussion	
Week 6	23 <sup>rd</sup> Feb.	Completing Business Messages	Chapter 6
	25 <sup>th</sup> Feb.	Continuation/ case study/ discussion	
Week 7	1 <sup>st</sup> March	Crafting Messages for Electronic Media	Chapter 7
	3 <sup>rd</sup> March	Continuation/ case study/ discussion	
Week 8	<b>8<sup>th</sup> March</b>	<b>Women's Day (No classes)</b>	
	10 <sup>th</sup> March	Writing Routine and Positive Messages	Chapter 8
Week 9	15 <sup>th</sup> March	Continuation/ case study/ discussion	
	<b>17<sup>th</sup> March</b>	<b>Midterm Exam</b>	
Week 10	<b>22<sup>nd</sup> March</b>	<b>Spring Break</b>	
	<b>24<sup>th</sup> March</b>	<b>Spring Break</b>	
Week 11	29 <sup>th</sup> March	Writing Negative Messages, Writing Persuasive Messages	Chapter 9,10
	31 <sup>st</sup> March	Planning Reports and Proposals, Writing Reports and Proposals	Chapter 11, 12
Week 12	5 <sup>th</sup> Apr.	Completing Reports and Proposals	Chapter 13
	7 <sup>th</sup> Apr.	Designing and Delivering Oral and Online Presentations	Chapter 14
Week 13	12 <sup>th</sup> Apr.	Building Careers and Writing Résumés	Chapter 15
	14 <sup>th</sup> Apr.	Applying and Interviewing for Employment	Chapter 16
Week 14	19 <sup>th</sup> Apr.	Student Presentations	
	21 <sup>st</sup> Apr.	Student Presentations	
Week 15	26 <sup>th</sup> Apr.	Student Presentations	
	28 <sup>th</sup> Apr.	Student Job Interviews	
Week 16	3 <sup>rd</sup> May	Student Job Interviews	

	<b>5<sup>th</sup> May</b>	<b>Constitution Day (no classes)</b>	
<b>Week 17</b>	<b>10<sup>th</sup> May</b>	<b>Final Exam</b>	