**Sample Syllabus**

**Course Description**

Business communication encompasses the myriad ways organizations collect, collate, monitor, manage, disseminate, distribute, package, and present information to, from, and sometimes between its various stakeholders. It is rapidly evolving yet must remain faithful to the foundations of effective communication practices and the expectations of industries favoring efficiency and effectiveness.

This course is designed to mirror a student’s progression from student to job seeker, to employee, and beyond, thus bridging the gap between the educational and corporate environments and providing the insights and skills to drive professional success. It highlights best practices and strategies, while exploring:

* The business writing process
* Workplace messaging strategies
* Employment communication
* Workplace communication
* Job performance and communication

This textbook can serve as a road map to communication excellence, as well as a vital resource for practical tips, tools, and templates. The simulation provides opportunities to apply what is learned.

**Course Learning Objectives**

The successful student will be able to:

1. Utilize the business writing process and strategies to create effective messages, including emails, memos, letters, reports, and proposals
2. Develop an effective job search strategy, create an effective cover message and resume, and prepare for an effective interview
3. Enhance credibility via workplace interactions
4. Design and deliver effective business presentations

**Course Schedule**

Several sample schedules are separately provided. Instructors should revise, as appropriate, to account for course-specific factors, including:

* Course level (200-, 300- level)
* Course format (in-person, online, hybrid)
* Semester length
* The need or desire to:
  + Prioritize written communication
  + Prioritize oral communication
  + Balance written and oral communication
  + Assign multiple presentations
  + Utilize a final exam
  + Utilize the Mimic Business Communication simulation
  + Incorporate mock interviews
  + Incorporate experiential or service learning

**Grades**

Below are several suggested grade breakdowns:

**Option 1**

Employment Project 40%

Oral Assignments 30%

Written Assignments 30%

**Option 2**

Employment Project 35%

Final Exam 15%

Oral Assignments 25%

Written Assignments 25%

**Option 3**

Discussions 30%

Employment Project 30%

Oral Assignments 20%

Written Assignments 20%

**Option 4**

Discussions 25%

Employment Project 25%

Final Exam 15%

Oral Assignments 18%

Written Assignments 17%