



Abraham Baldwin

AGRICULTURAL COLLEGE

A State College of the University System of Georgia

TIFTON, GEORGIA

Course Syllabus

Course Name:

COMMUNICATING IN THE BUSINESS ENVIRONMENT

Course Number:

BUSA 2105

Course Description:

Emphasizes both interpersonal and organizational communications as they relate to the business environment; includes delivery of different types of speeches as well as written exercises appropriate to business practice; designed to develop written and oral communication skills including the clear, concise, effective oral presentation of ideas and to develop an acceptable speaking voice. Fall, Spring.

Pre-requisites/Co-requisites:

Prerequisite: ENGL 1101 with a grade of "C" or better.

USG General Education Outcomes Pertinent to this Course:

Communications: Oral and written communication will be characterized by clarity, critical analysis, logic, coherence, persuasion, precision, and rhetorical awareness.

Competence within the context of collegiate general education is defined by the following outcomes:

- Ability to assimilate, analyze, and present in oral and written forms, a body of information;
- Ability to analyze arguments;
- Ability to adapt communication to circumstances and audience;
- Ability to consider and accommodate opposing points of view;
- Ability to interpret content of written materials on related topics from various disciplines;
- Ability to communicate in various modes and media, including the proper use of appropriate technology;
- Ability to produce communication that is stylistically appropriate and mature;
- Ability to communicate in standard English for academic and professional contexts;
- Ability to interpret inferences and develop subtleties of symbolic and indirect discourse;
- Ability to sustain a consistent purpose and point of view;
- Ability to compose effective written materials for various academic and professional contexts.

ABAC Course Learning Outcomes:

COURSE OBJECTIVES: This course emphasizes both interpersonal and organizational communications as they relate to the business environment. To complete this course successfully you will:

1. demonstrate knowledge of the various facets of interpersonal and organizational communication theory as they relate to written, verbal, nonverbal and technological media in today's dynamic, global business environment.
2. prepare and delivery clear, concise and effective oral presentations which will appeal to an audience of business professionals.
3. develop oral communication skills including an acceptable speaking voice.
4. produce effective business documents in formats which are technically correct.
5. understand the employment search process, including preparing effective application and follow-up documents, creating resumes and interviewing successfully.

College Policy on Class Attendance:

http://www.abac.edu/catalog/2007_2008/AcademicPolicy.pdf

College Policy on Academic Dishonesty:

http://www.abac.edu/catalog/2007_2008/AcademicPolicy.pdf

Midterm Advisory Grades

Midterm Advisory Grades will be reported on Banner Web to any student who has a "C," "D," or "F" in any class. The number of class absences will be posted for all students. Advisory grades are not entered on the student's permanent record. Students should note that these grades are advisory and will not necessarily reflect the final grade earned in a course. These grades are intended to provide students with information in order to improve their performance in the second half of the semester. Students are responsible for checking Banner Web when grades and absences have been reported. Students who receive grades should meet with their instructors to develop plans for success in the second half of the semester. Students should also take advantage of study groups and plan for ongoing conferences with instructors in order to monitor their progress. ABAC provides free tutorial assistance for most courses through the Academic Assistance Center (AAC); in addition to other academic support activities, students should work with their instructors to establish tutoring in the AAC.

If there is a student in this class who has specific needs because of learning disabilities or any other disability, please feel free to contact the instructor.

This is a partial syllabus. More detailed information relating to the class and Instructor will be made available to each student.