



BADM 118 – BUSINESS COMMUNICATIONS

3 CREDITS

SYLLABUS

CATALOG DESCRIPTION

This course includes grammar, punctuation, and sentence fundamentals followed with writing techniques and strategies for effective oral and written communication in an office environment.

Prerequisites: ENGL 095 or appropriate English Accuplacer score

Semester Offered: Fall and Spring

Common Student Learning Outcomes

Upon successful completion of San Juan College programs and degrees, the student will demonstrate competency in...

BROAD AND SPECIALIZED LEARNING

Students will actively and independently acquire, apply, and adapt skills and knowledge with an awareness of global contexts.

CRITICAL THINKING

Students will think analytically and creatively to explore ideas, make connections, draw conclusions and solve problems.

CULTURAL AND CIVIC ENGAGEMENT

Students will act purposefully, reflectively, and ethically in diverse and complex environments.

EFFECTIVE COMMUNICATION

Students will exchange ideas and information with clarity in multiple contexts.

INFORMATION LITERACY

Students will be able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively.

INTEGRATING TECHNOLOGIES

Students will demonstrate fluency in the application and use of technologies in multiple contexts.

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or institutional learning outcomes. For more information, please refer to the Dean of the appropriate School.

Course Learning Outcomes

Upon successful completion of the course, the student will be able to...

1. Understand the fundamental principles of business communication in order to develop communication skills.
2. Distinguish business communication from personal and social communication.
3. Use of technology to communicate in the business world.
4. Use a simple three-step writing process for planning and completing all types of writing and speaking projects.
5. Distinguish situations using memorandums and business letters and produce these documents.
6. Gain insights into ethics, etiquette, listening, teamwork, and nonverbal communication and make relevant observations.
7. Develop strategies for communication challenges using direct and indirect patterns for writing routine messages, negative, positive, persuasive messages and complex reports.
8. Communicate for employment through job search, résumés, cover letters, interviewing and following up