



## SYLLABUS COLLEGE OF BUSINESS ADMINISTRATION

<b>Course Number Course Name</b>	BA250 BUSINESS COMMUNICATIONS
<b>Credit Value (Breakdown of theory and lab credits)</b>	3 Theory
<b>Catalog Course Description</b>	Skill development in business writing with an emphasis on the preparation of letters and reports, and on presenting information in a logical, forceful, and acceptable form. Prerequisite: ENG 109N. (3, 3T+0S)
<b>Student Learning Outcomes/Objectives /Competencies of the Course</b>	<ul style="list-style-type: none"> <li>· Identify the key terms and major theories relevant to business and professional communication;</li> <li>· Create a resume to enhance individual career and/or educational marketability;</li> <li>· Use effective interviewing skills and techniques;</li> <li>· Integrate communication and research skills to create a professional presentation;</li> <li>· Produce effective business and professional writing (reports and memos) samples;</li> <li>· Apply theory in order to effectively communicate as both a team member and as a leader; and</li> <li>· Evaluate the performance of team members based on clearly defined objectives and present that assessment in an honest, yet constructive manner.</li> </ul>
<b>College-Wide Student Learning Outcomes</b>	<ol style="list-style-type: none"> <li><b>1. Communication</b></li> <li>2. Critical Thought</li> <li>3. Information Literacy</li> <li>4. Cultural Competence</li> </ol> <p>Outcome in Bold</p>