## SYLLABUS
### COLLEGE OF BUSINESS ADMINISTRATION

<table>
<thead>
<tr>
<th>Course Number Course Name</th>
<th>BA250 BUSINESS COMMUNICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit Value (Breakdown of theory and lab credits)</td>
<td>3 Theory</td>
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<tr>
<td>Catalog Course Description</td>
<td>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)</td>
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</tbody>
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| Student Learning Outcomes/Objectives /Competencies of the Course | - Identify the key terms and major theories relevant to business and professional communication;
- Create a resume to enhance individual career and/or educational marketability;
- Use effective interviewing skills and techniques;
- Integrate communication and research skills to create a professional presentation;
- Produce effective business and professional writing (reports and memos) samples;
- Apply theory in order to effectively communicate as both a team member and as a leader; and
- Evaluate the performance of team members based on clearly defined objectives and present that assessment in an honest, yet constructive manner. |
| College-Wide Student Learning Outcomes | 1. Communication
2. Critical Thought
3. Information Literacy
4. Cultural Competence |

Outcome in Bold