Warren County Community College

# COM 121 Business Communications

# Course Master Syllabus

## Course Information

**Catalog Description:** This course focuses on organizational communication in small and large business and industry. Its goal is to identify and analyze the concepts that apply to internal and external business communications, recognize and describe the extent that the business world relies on communication, and comprehend and critique the ways in which corporations communicate and form their decisions. Student communication is promoted through lectures, exercises, group research and analysis, and online discussions. A group service-learning project analyzing data, writing a proposal, and preparing a formal presentation of a nonprofit organization's internal and external communication plan is a large part of this course.

**Prerequisite(s):** None

**Corequisite(s):** None

**Credits:** 3

**Hours:** 3

**Required Text(s):**

**Supplemental Materials:**

## Instructor Information

**Instructor's Name:**

**Contact Information:**

**Office Hours:**

## Program Goals

1. Students will explain and evaluate what they read, hear, and see.
2. Students will state and evaluate the views and findings of others.
3. Students will logically and persuasively state and support orally and in writing their points of view or findings.

4. Students will evaluate, revise, and edit their communication.

## Class Core Competencies

The following core competencies are embedded in this curriculum:

- Communicate effectively in both speech and writing
- Use computer systems or other appropriate forms of technology to achieve educational and personal goals
- Use social sciences theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens
- Understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance
- Understand the importance of a global perspective and culturally diverse peoples
- Understand ethical issues and situations
- Address and information need by locating, evaluating, and effectively using information.

## Class Learning Assessment

| Student Learning Outcomes | Suggested Means of Assessment |
|---|---|
| Identify and analyze the concepts that apply to internal and external business communications | Textbook exercises, discussion questions, mid-term, and final exams |
| Recognize and describe the extent to which the business world relies on effective communication and the branding of its messages | Discussion questions, research paper |
| Compose a critical analysis which examines how a real-life corporation communicates | Research paper |
| Apply the concepts and theories of global business communication | Discussion questions, essays |
| Research the role of media as it relates to business communication | Essays, research paper, midterm, and final exams |

| Student Learning Outcomes | Suggested Means of Assessment |
|---|---|
| Create a personal brand to match corporate communication for future employment | Resumes and cover letters |

## Grading System

| Letter Grade | Percentage Range |
|---|---|
| A | 90 to 100 percent |
| B Plus (B+) | 87 to 89.9 percent |
| B | 80 to 86.9 percent |
| C Plus (C+) | 77 to 79.9 percent |
| C | 70 to 76.9 percent |
| D | 60 to 69.9 percent |
| F | Below 60 percent |

## College Information

**Disability Services**
Disability Services Webpage

**Statement and Policy on Cheating, Plagiarism, and Academic Conduct**
Academic Conduct Policy (Policy 304) [PDF]

Students are required to perform all the work specified by the instructor and are responsible for the content and integrity of all academic work submitted. A violation of academic integrity will occur if a student: (1) knowingly represents work of others as one's own, (2) uses or obtains unauthorized assistance in any academic work, (3) gives fraudulent assistance to another student, or (4) furnishes false information or other misuse of college documents.

Unauthorized use of Artificial Intelligence (AI) is prohibited unless the instructor explicitly permits it in the syllabus or assignments. If tools such as ChatGPT are permitted by an instructor to be used for an assignment, they should be used with caution and with proper citation. In all such cases, you may only use the specific tools identified as acceptable and you must adhere to the College's standards for attribution, validation, and transparency.

In cases of suspected violation of academic integrity, the incident is to be reported to the Office of Academics. A student found guilty of violating the rule of academic integrity by the Vice President of Academics will be considered to have failed in personal obligation to the College; such failure will be subject to disciplinary action by the College. Unless otherwise notified, the instructor will allow students who are pending disciplinary action to attend class.

**Tutoring and Testing at the Instructional Support Center (ISC)**

- Instructional Support Center (ISC) Webpage

**WCCC Library Services**

- WCCC Library Website

**Citation Styles and Formatting**

Work submitted for any Warren County Community College course must conform to the required formatting and citation style that are specified by the instructor. The Library and Instructional Support Center can assist students with formatting and citations for assignments and papers.

**WCCC Attendance Expectations**

The College expects students to attend and participate in all classes. This involves sharing discussions and lectures in class, as well as interacting with other students. Grades are based on the quality of work students complete in meeting the requirements for a particular course, as stated in the course syllabus and catalog description. Attendance, among other factors, may be an additional criterion for assigning grades. Students should realize that they are responsible for all class meetings and that work missed because of absences may affect their grades. Attendance in online classes is determined by the completion of assignments/ tests. Students who have not completed any assignments or tests will be considered non-attending and receive an NF grade in online classes.

**Class Attendance Expectations**

## Topical Outline

- Defining organizational communication
- Understanding business communication

- Theories & systems of business communication
- Branding & mission of a business
- Public relations
- Social media & business communication
- Diversity & culture
- Teams & networks in business communication
- Leadership & communication
- Personal image/branding – resumes & interviews

## Grading Methods

| Assignment | Points/Percentage |
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## Class Itinerary

| Week / Unit | Topic | Readings/Assignments |
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| Week / Unit | Topic | Readings/Assignments |
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