



蘇州大學  
Soochow University

## **BUS 225 Business Communication Skills**

**Summer 2024**

**Course Credits:** 4

**Contact Hours:** 56 hours

**Instructor:** TBA

**Email:** TBA

### **COURSE OBJECTIVES**

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This course comprehensively introduces basic concepts and types of business communications provided with bountiful specific samples. Some emphasis stays on how to compose business messages under different working situations. This course aims to enhance student's capacity in planning, writing, revising, and editing oral and written messages. Additionally, there is a need to do various practices and activities focusing on how a particular skill works in a real-world business occasion.

Upon completion of this course, students will be able to:

1. Have a comprehensive and principled knowledge of basic skills in business communications.
2. Gain an overarching understanding of selecting appropriate skills for specific business situations.
3. Develop the capacity to solve different communicative problems.
4. Improve proficiency in planning, writing, revising, and editing written and oral messages.
5. Apply practical techniques to prepare effective communication in various business situations.

### **PREREQUISITES**

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ECO 120 Macroeconomics

### **GRADING**

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Grades will be determined by accumulating points, with 100 points being the



maximum, as follows:

ITEM	POINTS
Quizzes	20 Points
Assignments	20 Points
Midterm Exam	20 Points
Final Report & Presentation	40 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F.$$

We reserve the right to make adjustments to the overall grading policy.

## COURSE MATERIALS

### Required Texts:

Braun, K., Locker, K., Kaczmarek, S., *Business Communication: Building Critical Skills*, 6th Edition, McGraw Hill, 2016.

### Recommended (Optional) Texts or Other Materials:

None

## COURSE TOPICS

MODULE	TASKS
Module 1	<p><b>Topics:</b>  Topic 1: Introducing Business Communications  Topic 2: Communicating Culturally  Topic 3: Planning, Writing, and Revising  Topic 4: Designing Documents, Slides, and Screens</p> <p><b>Assessments:</b>  Quiz#1</p>



Module 2	<b>Topics:</b> Topic 5: Communicating Electronically Topic 6: Composing Informative and Positive Messages Topic 7: Composing Negative Messages Topic 8: Composing Persuasive Messages <b>Assessments:</b> Quiz#2 Assignment#1
Module 3	<b>Topics:</b> Topic 9: Creating Audience-Focused Messages Topic 10: Communicating Audience Benefits Topic 11: Communicating With Positive Emphasis Topic 12: Communicating Using You-Attitude <b>Assessments:</b> Midterm Exam
Module 4	<b>Topics:</b> Topic 13: Researching, Summarizing and Documenting Information Topic 14: Writing Information Reports Topic 15: Writing Proposals and Analytical Reports Topic 16: Writing Formal Reports <b>Assessments:</b> Assignment#2
Module 5	<b>Topics:</b> Topic 17: Building Emotional Intelligence: Interpersonal Communication Topic 18: Working and Writing In Teams Topic 19: Planning, Managing, and Recording Meetings Topic 20: Making Presentations <b>Assessments:</b> Final Report & Presentation

## ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.



2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

### **LEARNING REQUIREMENTS**

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

### **TECHNOLOGY POLICY**

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

### **ACADEMIC INTEGRITY POLICY**

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

### **DISABILITY ACCOMMODATION**



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Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.