Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.
COURSE SYLLABUS

BUSI 300
BUSINESS COMMUNICATIONS

COURSE DESCRIPTION

Essential to all business professionals is a sound understanding of the theories and practice of organizational communication. This dynamic course presents the fundamentals of written, verbal, nonverbal, and technological communication.

RATIONALE

Communication is one of the most important aspects of an individual’s professional and personal life. All organizations understand the value of communication and seek employees that have strong communication skills. The purpose of this course is to equip students with the basic foundations of communication in a business setting.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm

III. ADDITIONAL MATERIALS FOR LEARNING

A. Computer with basic audio/video output equipment
B. Internet access (broadband recommended)
C. Microsoft Office
IV. **Measurable Learning Outcomes**

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

A. Explain communication foundations and analysis.
B. Display proficiency in the use of key terminology frequently encountered in the most common areas of business communication.
C. Integrate a Christian worldview for effective communication.
D. Analyze differences in various communication channels such as electronic, voice, and written.
E. Prepare business reports and presentations.
F. Construct an outline for an oral presentation in accordance with standard outline procedure.
G. Create a PowerPoint presentation for a professional business setting.

V. **Course Requirements and Assignments**

A. Textbook readings and lecture presentations

B. Course Requirements Checklist

   After reading the Course Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.

C. Discussion Board Forums (4)

   Discussion boards are collaborative learning experiences. Therefore, the student must submit a substantive thread of 250–350 words in answer to 1 of the 4 questions presented, citing at least 2 appropriate sources in current APA format.

   In addition, the student must submit a constructive reply, following the 2-by-2 format, of 200–300 words to 1 classmate’s thread.

D. Research Project

   The student will complete this project in 2 steps, earning 2 separate grades. To help put this in perspective, the scenario is that the student’s supervisor has assigned a 45–60-minute training session on some aspect of professional communication. This project will be created in 2 parts, listed below.

   1. Research Outline

      The student will prepare a 1–2-page outline (using standard outline format) that could be used during a business training session on some aspect of professional communication. At least 5 appropriate references in current APA format are required for this assignment.
2. Power Point Presentation

Using the Research Outline, the student will prepare at least 15 content Power Point slides, which present the information on some aspect of professional communication.

E. Tests (3)

Each test will cover the Reading & Study material for the assigned modules/weeks. Each test will be open-book/open-notes, contain 50 multiple-choice and true/false questions, and have a time limit of 1 hour and 15 minutes.

VI. COURSE GRADING AND POLICIES

A. Points

<table>
<thead>
<tr>
<th>Course Requirement</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Requirements Checklist</td>
<td>10</td>
</tr>
<tr>
<td>Discussion Board Forums</td>
<td></td>
</tr>
<tr>
<td>Threads (4 at 70 pts ea)</td>
<td>280</td>
</tr>
<tr>
<td>Replies (4 at 40 pts ea)</td>
<td>160</td>
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<tr>
<td>Research Project</td>
<td></td>
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<tr>
<td>Research Outline</td>
<td>100</td>
</tr>
<tr>
<td>Power Point Presentation</td>
<td>160</td>
</tr>
<tr>
<td>Test 1 (Modules 1–3)</td>
<td>100</td>
</tr>
<tr>
<td>Test 2 (Modules 4–5)</td>
<td>100</td>
</tr>
<tr>
<td>Test 3 (Modules 6–8)</td>
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<tr>
<td><strong>Total</strong></td>
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B. Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
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<tr>
<td>B</td>
<td>800–899</td>
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<td>C</td>
<td>700–799</td>
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<tr>
<td>D</td>
<td>600–699</td>
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<tr>
<td>F</td>
<td>0–599</td>
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C. Late Assignment Policy

If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.

2. Assignments submitted more than one week late will receive a 20% deduction.

3. Assignments submitted two weeks late or after the final date of the course will not be accepted.

4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.
D. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

E. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.
## COURSE SCHEDULE

### BUSI 300


<table>
<thead>
<tr>
<th>MODULE/ WEEK</th>
<th>READING &amp; STUDY</th>
<th>ASSIGNMENTS</th>
<th>POINTS</th>
</tr>
</thead>
</table>
| 1            | Lehman & DuFrene: chs. 1–2 5 presentations | Course Requirements Checklist  
Class Introductions  
DB Forum 1 Thread | 10  
0  
70 |
| 2            | Lehman & DuFrene: chs. 3–4 2 presentations | DB Forum 1 Reply | 40 |
| 3            | Lehman & DuFrene: ch. 5 1 presentation | DB Forum 2 Thread  
Test 1 | 70  
100 |
| 4            | Lehman & DuFrene: chs. 6–7 2 presentations | DB Forum 2 Reply  
Research Project – Research Outline | 40  
100 |
| 5            | Lehman & DuFrene: ch. 8 1 presentation | DB Forum 3 Thread  
Test 2 | 70  
100 |
| 6            | Lehman & DuFrene: chs. 9–11 4 presentations | DB Forum 3 Reply | 40 |
| 7            | Lehman & DuFrene: chs. 12–14 3 presentations | DB Forum 4 Thread  
Research Project – PowerPoint Presentation | 70  
160 |
| 8            | 2 presentations | DB Forum 4 Reply  
Test 3 | 40  
100 |

**Total** 1010

DB = Discussion Board

**NOTE:** Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on Friday.