

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, verbal, and written.
- E. Understand how to create business reports and presentations.
- F. 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 (3)

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 credible sources in current APA format. The last portion of each thread must include a complete reference list. In addition, the student must submit a constructive reply, following the 2-by-2 format, of 200–300 words to one classmate’s thread. View the assignment instructions and rubric for the complete assignment requirements.

D. PowerPoint Presentation

Using Microsoft PowerPoint, the student will develop a PowerPoint presentation on some aspect of professional communication that could be used during a business training session. The PowerPoint must contain at least 15 content slides, and at least 5 credible sources must be cited in current APA format. View the assignment instructions and rubric for the complete assignment requirements.

E. QUIZZES (4)

Each quiz will cover the Reading & Study material for the assigned modules/weeks and must be completed in one sitting. All quizzes will be open-book/open-notes, contain 30 multiple-choice and true/false questions, and will have a time limit 1 hour and 30 minutes.

F. TESTS (4)

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

VI. COURSE GRADING AND POLICIES**A. Points**

Course Requirements Checklist		10
Discussion Board Forums		
Threads (3 at 70 pts ea)		210
Replies (3 at 40 pts ea)		120
PowerPoint Project		150
Quiz 1	(Modules 1–2)	30
Quiz 2	(Modules 3–4)	30
Quiz 3	(Modules 5–6)	30
Quiz 4	(Modules 7–8)	30
Test 1	(Modules 1–2)	100
Test 2	(Modules 3–4)	100
Test 3	(Modules 5–6)	100
Test 4	(Modules 7-8)	100
	Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Quizzes/Tests/Exams

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

D. 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

Textbook: Lehman et al., *BCOM 9* (2018).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Lehman et al.: chs. 1–2 5 presentations	Course Requirements Checklist Class Introductions DB Forum 1 Thread	10 0 70
2	Lehman et al.: chs. 3–4 2 presentations	DB Forum 1 Reply Quiz 1 Test 1	40 30 100
3	Lehman et al.: ch. 5 1 presentation	DB Forum 2 Thread	70
4	Lehman at al.: chs. 6–7 2 presentations	DB Forum 2 Reply Quiz 2 Test 2	40 30 100
5	Lehman at al.: ch. 8 1 presentation	DB Forum 3 Thread	70
6	Lehman at al.: chs. 9–11 4 presentations	DB Forum 3 Reply Quiz 3 Test 3	40 30 100
7	Lehman et al.: chs. 12–14 3 presentations	PowerPoint Presentation	150
8	2 presentations	Quiz 4 Test 4	30 100
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**.