

**Kingsborough Community College**  
Department of Business M355 / 718-368-5555  
**BA 33 Business Communications**

Office: M 3XX  
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Office hours: varies by instructor

**Prerequisite:** Passing score on the CUNY Writing exam

**Credits:** 3, 3 hours.

**Course description.** Effective written, oral and non-verbal communication skills are essential for today's workplace. This course will strengthen your communication skills. You will have practice writing and practice speaking in front of your classmates.

**Textbook.** *Business Communication Today, custom edition.* Bouvee, Courtland L. and Thill, John V. Pearson Prentice Hall. Upper Saddle River, NJ: 2015.

**Student Learning Outcomes.**

- Produce a properly formatted business letter
- Produce a properly formatted business memo
- Produce a properly formatted chronological resume
- Develop and deliver an effective, short speech

**Teaching methods.** Lectures, videos, class discussions, presentations and projects.

**Attendance policy.** Attendance is mandatory. Two late arrivals equal one absence. You are allowed 6 unexcused absences. Additional unexcused absences will lower your grade and may result in a failing grade. Please arrive on time so that you do not disrupt the class or jeopardize your grade. Shut all cell phones, listening devices, and beepers before coming to class.

**Presentations and Project.** Each student will prepare a typed project consisting of the following: an advertisement listing a job; a memo to the professor describing your interest in the job; a cover letter to the prospective employer describing your qualifications for the job; and a chronological resume. Each student will make an oral, informational presentation to the class.

**Grades.** Grades are based on the following:

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|------------------|-----|
| • Test 1         | 25% |
| • Test 2         | 20% |
| • Presentation   | 25% |
| • Resume Project | 30% |

Grades will be increased to reward students who contribute positively to class discussion. Grades will be lowered for disruptive or rude behavior. There are no make-up exams. Tests are not cumulative. There will be reviews for each test.

**Course Outline.**

- Week 1: Developing Oral and Online Presentations
- Week 2: Enhancing Presentations with Slides and Other Visuals
- Week 3: Achieving Success through Effective Business Communication
- Week 4: Mastering Team Skills and Interpersonal Communication

- Week 5: Communicating in s World of Diversity
- Week 6: Review, Test 1, Review of Test 1
- Week 7: Office of Career Services Presentations
- Week 8: Planning Business Messages
- Week 9: Writing Business Messages
- Week 10: Completing Business Messages
- Week 11: Finding, Evaluating, and Processing Information
- Week 12: Visual Media, Review for Final

**The syllabus may be amended as the course progresses.**

**Civility in the Classroom:** Civility in the classroom and respect for the opinions of others is very important in an academic environment. Any acts of harassment and/or discrimination based on matters of race, gender, age, sexual orientation, religion, and/or ability will not be tolerated.

**Academic Dishonesty:** You are expected to do your own work. If you cheat or copy someone else's work (or allow yours to be copied) you will be graded with ZERO or course failure. (KCC's plagiarism policy is at [www.kingsborough.edu](http://www.kingsborough.edu).)

**Access-Ability Services:** This office serves as a liaison and resource regarding disability issues, promotes equal access to all college programs and activities, and makes reasonable efforts to provide appropriate accommodations and assistance to students with disabilities. Please contact this office for required documentation if you request accommodations and assistance.