Washtenaw Community College Comprehensive Report

BMG 207 Business Communication
Effective Term: Spring/Summer 2018

Course Cover

Division: Business and Computer Technologies
Department: Business
Discipline: Business Management
Course Number: 207
Org Number: 13210
Full Course Title: Business Communication
Transcript Title: Business Communication
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: Three Year Review / Assessment Report
Change Information:
    Consultation with all departments affected by this course is required.
    Course description
    Outcomes/Assessment
    Objectives/Evaluation
Rationale: The BMG 207 course is past its 3-year review. Plus the course needs updating to reflect current communication modes.
Proposed Start Semester: Spring/Summer 2018
Course Description: In this course, students will develop career-enhancing oral, written and non-verbal skills by studying the principles, processes and strategies underlying effective business communication. Emphasis is placed on planning, creating and transmitting business information within a variety of business situations found in the global marketplace. Students will prepare routine, persuasive, and negative news correspondence, in addition to reports, resumes, and formal business presentations.

Course Credit Hours

Variable hours: No
Credits: 3
Lecture Hours: Instructor: 45 **Student:** 45
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

Request Course Transfer
Proposed For:
Central Michigan University
College for Creative Studies
Eastern Michigan University
Ferris State University
Grand Valley State University
Jackson Community College
Kendall School of Design (Ferris)
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University

Student Learning Outcomes

1. Identify the process steps used to create, analyze, and improve both written and spoken business messages.
    Assessment 1
    Assessment Tool: Departmental exam
    Assessment Date: Winter 2020
    Assessment Cycle: Every Three Years
    Course section(s)/other population: All sections
    Number students to be assessed: Random sample of at least 50% of students from all sections
    How the assessment will be scored: Computer scored using an answer key
    Standard of success to be used for this assessment: 75% of students will score 70% or better
    Who will score and analyze the data: Departmental test will be scored using the LMS system. The lead instructor will analyze the data and share the results with the department.

2. Recognize the correct format and visual design for business letters, reports, resumes, presentations, and emails.
    Assessment 1
    Assessment Tool: Departmental Exam
    Assessment Date: Fall 2020
    Assessment Cycle: Every Three Years
    Course section(s)/other population: All sections
    Number students to be assessed: Random sample of at least 50% of students from all sections
    How the assessment will be scored: Computer scored using an answer key
    Standard of success to be used for this assessment: 75% of students will score 70% or better
    Who will score and analyze the data: Departmental test will be scored using the LMS system. The lead instructor will analyze the data and share the results with the department.

3. Create positive/neutral, negative, and persuasive business messages using at least one of each of the following - letter, report, resume, presentation, and email formats.
    Assessment 1
    Assessment Tool: Departmental exam and assignments
    Assessment Date: Winter 2020

Assessment Cycle: Every Three Years
Course section(s)/other population: All sections
Number students to be assessed: Random sample of at least 50% of students from all sections
How the assessment will be scored: Departmental test will be computer scored using the LMS using an answer key. Assignments will be scored using a departmentally developed rubric.
Standard of success to be used for this assessment: 75% of students will score 70% or better on both the departmental test and assignments.
Who will score and analyze the data: Departmental test will be scored using the LMS system. Assignments will be scored by each instructor. The lead instructor will vet and analyze the data and share the results with the department.

Course Objectives

1. Apply the communication process to prepare various written and spoken channels such as emails, letters, social media, and oral presentations.
2. Develop ideas to identify and prevent or reduce barriers at each stage in the communication process.
3. Prepare effective emails, letters, and instructions.
4. Prepare a written research report that collects and analyzes information, draws logical conclusions, and makes realistic and workable recommendations.
5. Prepare and deliver an oral business presentation using visual support.
6. Give and receive feedback and critical evaluations.
7. Prepare and deliver neutral or positive messages.
8. Prepare and deliver negative or bad news messages.
9. Prepare and deliver persuasive business messages.
10. Identify types of crisis communications and appropriate responses.
11. Prepare a resume and application letters.
12. Participate effectively in the interviewing and follow-up process.

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level I classroom
Level III classroom

Reviewer	Action	Date
Faculty Preparer:		
Cheryl Byrne	*Faculty Preparer*	*Sep 11, 2017*
Department Chair/Area Director:		
Julianne Davies	*Recommend Approval*	*Sep 24, 2017*
Dean:		
Eva Samulski	*Recommend Approval*	*Sep 26, 2017*
Curriculum Committee Chair:		
Lisa Veasey	*Recommend Approval*	*Dec 11, 2017*
Assessment Committee Chair:		
Michelle Garey	*Recommend Approval*	*Dec 20, 2017*
Vice President for Instruction:		

Kimberly Hurns   *Approve*   *Dec 20, 2017*