

BUSINESS COMMUNICATION

Duration: 8 Weeks

Instructor: Faculty Name

Format: Online / Asynchronous

Course Description

This course provides a comprehensive foundation in professional business communication. Students will learn to craft clear, effective, and audience-centered messages for various workplace contexts. The curriculum covers essential skills such as email etiquette, cross-cultural communication, visual messaging, conflict resolution, report writing, and professional presentations. Through a series of practical assignments, students will build a portfolio of workplace documents that demonstrate their ability to solve problems and drive results through communication.

Learning Objectives

By the completion of this course, students will be able to:

- Analyze audiences to determine appropriate tone, channel, and message structure.
- Apply the "you-viewpoint" to build goodwill and positive professional relationships.
- Compose clear, concise, and grammatically correct workplace documents including emails, memos, and reports.
- Navigate cross-cultural communication challenges with sensitivity and awareness.
- Design effective visual messages and data representations for business contexts.
- Develop persuasive strategies for internal proposals and external requests.
- Create professional career documentation including résumés and cover letters.

Course Schedule

Week	Module & Topics	Readings	Assignments
Week 1	Foundations of Business Communication <ul style="list-style-type: none">• Problem-solving & Etiquette• Professional Tone• The "You-Viewpoint"	Chapter 1 Chapter 2	<i>Foundation Skills Check:</i> <ol style="list-style-type: none">1. Professional Email Rewrite2. Audience Comparison Memo

Week	Module & Topics	Readings	Assignments
Week 2	Cross-Cultural Communication & Channel Selection <ul style="list-style-type: none"> • Cultural Awareness • Choosing the Right Channel • Message Types 	Chapter 3 Chapter 4	Assignment 1: Cross-Cultural Analysis Assignment 2: Channel Selection Memo
Week 3	Visual Messages + Clear Writing <ul style="list-style-type: none"> • Visual Formats & Ethics • Active vs. Passive Voice • Paragraph Structure 	Chapter 5 Chapter 6	Assignment 3: Visual Communication Assignment 4: Clear Writing & Editing
Week 4	Positive Routine Messages <ul style="list-style-type: none"> • Direct Approach Pattern • Requests & Responses • Building Goodwill 	Chapter 7 Chapter 8	Assignment 5: Request & Response Assignment 6: Confirmation & Goodwill
Week 5	Negative Messages & Conflict <ul style="list-style-type: none"> • Delivering Bad News • Indirect Strategy • Conflict Resolution 	Module 5 Resources	<i>Mid-Course Review</i> (No graded written assignment)
Week 6	Persuasive Communication <ul style="list-style-type: none"> • AIDA Model • Building Credibility • Persuasive Strategies 	Module 6 Resources	<i>Strategy Workshop</i> (No graded written assignment)
Week 7	Reports & Research <ul style="list-style-type: none"> • "So What?" Pattern • Evidence-Based Reasoning • Research Quality 	Chapter 9 Chapter 10	Assignment 7: Report Structure Assignment 8: Research & Tone Analysis
Week 8	High-Impact Professional Communication <ul style="list-style-type: none"> • Presentation Design • Career Documentation • Personal Branding 	Chapter 11 Chapter 12	Assignment 9: Professional Presentation Assignment 10: Résumé & Cover Letter

Grading Breakdown

This course is graded on a total of 500 points. The core assessment consists of 10 comprehensive assignments designed to simulate real-world workplace tasks. Note: Week 1 assignments are considered formative assessments for baseline skills.

Assignment	Module	Points
Assignment 1: Cross-Cultural Communication	Module 2	50 pts
Assignment 2: Channel Selection	Module 2	50 pts
Assignment 3: Visual Communication	Module 3	50 pts

Assignment	Module	Points
Assignment 4: Sentences & Concise Writing	Module 3	50 pts
Assignment 5: Request & Response Messages	Module 4	50 pts
Assignment 6: Confirmation & Goodwill	Module 4	50 pts
Assignment 7: Report Structure	Module 7	50 pts
Assignment 8: Research Quality	Module 7	50 pts
Assignment 9: Professional Presentation	Module 8	50 pts
Assignment 10: Career Communication	Module 8	50 pts
TOTAL COURSE POINTS		500 pts

Grading Scale

- A:** 450 – 500 points
- B:** 400 – 449 points
- C:** 350 – 399 points
- D:** 300 – 349 points
- F:** Below 300 points

Course Policies

Professionalism

Business Communication is not just about the content produced, but how it is delivered. All communications with the instructor and peers should adhere to the professional standards taught in Module 1, including proper tone, clear subject lines, and respectful etiquette.

Late Work Policy

Deadlines in the business world are often firm. Assignments submitted late will incur a 10% penalty per day. Assignments submitted more than 5 days after the deadline will not be accepted without prior approval from the instructor.

Academic Integrity

All work submitted must be your own. Plagiarism, including the uncredited use of AI generation tools or copying from peers, is a violation of the academic integrity policy and will result in a zero for the assignment and potential disciplinary action.

Format Requirements

Unless otherwise specified, all assignments must be submitted as Microsoft Word documents (.docx) or PDFs. Documents should use standard business formatting: 1-inch margins, 11 or 12-point professional font (Arial, Times New Roman, Calibri), and single spacing with breaks between paragraphs.