BUS 265 – BUSINESS COMMUNICATIONS

SYLLABUS

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Adams State College
208 Edgemont Blvd.
Alamosa, CO 81102

COURSE DELIVERY:
Print-Based Correspondence Course

CREDIT HOURS:
3 semester hours; required business core course for BA in Business Administration major.

CATALOG DESCRIPTION:
Focused on improving student skills in reading, writing and oral presentation.
Improving student skills in understanding and communicating in an increasingly diverse global environment. Using communication theory, psychology, and business skills to improve student verbal and non-verbal listening skills.

STUDENT LEARNING OUTCOMES:
Upon completion of the course, the student will be able to:

• Define and explain basic communication terms and principles that under gird competent business and professional communication.

• Demonstrate knowledge of theory and competence in dyadic processes, listening, the role of interviewer and interviewee, task and social roles in problem-solving groups, conducting meetings, preparing and presenting informative and persuasive messages for groups, and conducting question and answer sessions.

• Analyze various communication contexts with regard to the myriad of choices communicators have in each setting and demonstrate knowledge of various probable outcomes and impacts that would result from different communicative choices.
BUS 265 – BUSINESS COMMUNICATIONS

- Apply communication principles and theory in diverse circumstances and demonstrate effective communication, distinguishing effective from less effective responses.

COURSE REQUIREMENTS:
This course is broken down into fourteen (14) lessons. Each lesson consists of a required reading, definitions of key terms and written essay questions or assignments. Each lesson and its requirements are listed under the Study Guide. There will also be a proctored midterm exam and proctored final exam required for this course. Please see course instructions/study guide for detailed information regarding each lesson.

COURSE MATERIALS:
To order textbooks or obtain information about book titles you may go to www.exstudies.adams.edu and click on the “ASC Bookstore” icon.

Use Section Number: 1049 to order books from Bookstore site.

Required Textbook:
ISBN: 978-0-07-351188-7

The textbook is available from the Adams State College Bookstore. Please email lcmartin@adams.edu or call 800-548-6679 ext. 7981 to order your textbook from the ASC Bookstore.

GRADE DISTRIBUTION AND SCALE:
In alignment with ASC academic policies, no D may apply to a major or minor field.

Grade Distribution:
Key Terms and Written Assignments: 14 x 50 points each 700 points (70% of grade)
Midterm: 150 points (15% of grade)
Final: 150 points (15% of grade)
TOTAL: 1000 points

Scale:
900 to 1000 points Grade: A
800 to 899 points Grade: B
700 to 799 points Grade: C
600 to 699 points Grade: D
599 or lower Grade: F
ADA STATEMENT:
If you have a disability, including learning disability, for which you request an accommodation, please contact The Office of Student Affairs, so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Support Services counselor. For more information, call or visit:
   The Office of Student Affairs
   234 Richardson Hall
   Adams State College
   208 Edgemont Blvd.
   Alamosa, CO 81102
   719-587-7221