

COURSE OUTCOME MATRIX

COURSE SYLLABUS

PART 2 of 3

Course Number and Title	BU 205 – COMMUNICATIONS IN BUSINESS
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Credit Hours	3
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Course Description	This course emphasizes the principles to be applied in composing effective business correspondence, writing business reports, making oral presentations, and conducting meetings.
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Prerequisite(s) and/or Corequisite(s)	EN 101 or 101E
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Required Textbooks/References/Course Materials:

Business Communication - Mindtap Access	9th	Mary Ellen Guffy	Cengage Learning	1337095621
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	General Education Outcomes
1	Utilize written and verbal language to discuss and comprehend information, incorporating a variety of technologies, such as text, data, and images (written language, verbal language, and information technology).
2	Identify and interpret relevant information in order to formulate an opinion or conclusion (critical thinking).
3	Demonstrate and communicate computational methods and mathematical reasoning in a variety of formats (using words, tables, graphs, mathematical equations, etc., as appropriate) (quantitative literacy and fluency).
4	Communicate in appropriate ways with those who are culturally diverse (intercultural competence).

	Program Outcomes
1	Students will apply critical-thinking, problem-solving, and decision-making skills required to function effectively in a business environment.
2	Students will demonstrate the ability to communicate effectively in diverse business situations.
3	Students will demonstrate an understanding of globalization and the impact of cultural, economic, regulatory, and social environments on businesses and organizations.
4	Students will apply core business concepts of the functional areas of business (accounting, economics, finance, management, and marketing) in evaluating business issues.
5	Students will demonstrate the knowledge and application of ethical concepts and behaviors in the workplace.
6	Students will evaluate, analyze, and interpret information using quantitative methods to make sound business decisions.

	Course Outcomes (CO)	Bloom's Domain for CO (C, A, P), Category, and Level	Program Outcome(s)	Written Language	Verbal Language	Information Technology	Critical Thinking	Quantitative Literacy and Fluency	Intercultural Competence
1	Identify and utilize effective techniques and writing styles for business correspondence including letters, memorandums, and reports.	C - REMEMBER (1)	1,2	2	0	0	1	0	0
2	Draft, edit, and proofread written messages in a variety of business document formats.	C - CREATING (6)	1,2,4	2	0	1	1	0	0
3	Demonstrate effective communication through oral and written methods, including oral presentations, written communications, and research.	C - APPLYING (3)	1,2,4	2	2	1	1	0	0
4	Research and analyze data for use in business reports, documents, and presentations.	C - ANALYZING (4)	1,4,6	0	0	1	2	1	0
5	Examine the impact of cultural and global diversity on business communication.	C - APPLYING (3)	1,3,4	0	0	0	1	0	2

Bloom's Domain Legend

C = Cognitive
A = Affective
P = Psychomotor

General Education Outcome Legend

2 = Included and Measurable
1 = Introduced and/or Minimally Addressed and Not Measurable
0 = Not included

Approved: May 2021
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