



# Hunan University BA 21: Business Communication

**Professor:** To be announced

**Total contact hours:** 54 hours

**Credit:** 4

### ***Course Description***

This course mainly depicts written skills and oral skills for business communication, including understanding of the audience, outline organization and nonverbal delivery. Key terms and examples are provided for students to deliver message in business presentation, interpersonal and intercultural business communication. Students will also get tactics for group work.

### ***Textbook Information:***

Textbook: *Business Communication for Success*

Author: Scott McLean

Publication Date: 2015

### ***Grading***

5 Homework Assignments	20%
Discussions and Presentations	20%
Midterm	20%
Final Exam	40%

A+ 96-100	A 90-95	A- 85-89
B+ 82-84	B 78-81	B- 75-77
C+ 71-74	C 66-70	C- 62-65
D 60-61	F < 60	

### ***Homework***

Your success in this course is usually directly related to the effort you put into the homework assignments.



## ***Course Schedule***

The course has 24 class sessions in total. All sessions are 2 hours and 15 minutes in length.  
Note: the course outline and required readings are subject to change.

### Class 1:

Why is It Important to Communicate Well?; What is Communication?  
Communication in Context; Your Responsibilities as a Communicator  
Reading: Chapter 1 Effective Business Communication

### Class 2:

What Is Language? Messages  
Principles of Verbal Communication; Language Can be an Obstacle to Communication  
Emphasis Strategies; Improving Verbal Communication; Additional Resources  
Reading: Chapter 2 Delivering Your Message

### Class 3:

Self-Understanding Is Fundamental to Communication  
Perception; Differences in Perception  
Getting to Know Your Audience; Listening and Reading for Understanding  
Reading: Chapter 3 Understanding Your Audience  
Assignment 1

### Class 4:

Oral Versus Written Communication; How Is Writing Learned?  
Good Writing; Style in Written Communication  
Principles of Written Communication  
Overcoming Barriers to Effective Written Communication  
Reading: Chapter 4 Effective Business Writing  
Discussion and Presentation

### Class 5:

Think, Then Write: Writing Preparation  
A Planning Checklist for Business Messages; Research and Investigation: Getting Started  
Ethics, Plagiarism, and Reliable Sources; Completing Your Research and Investigation  
Reading and Analyzing  
Reading: Chapter 5 Writing Preparation

### Class 6:

Organizing ; Writing Style  
Making an Argument  
Paraphrase and Summary versus Plagiarism  
Assignment 2  
Reading: Chapter 6 Writing



Class 7:

General Revision Points to Consider; Specific Revision Points to Consider  
Style Revisions  
Evaluating the Work of Others; Proofreading and Design Evaluation  
Reading: Chapter 7 Revising and Presenting Your Writing

Class 8:

Diverse Forms of Feedback  
Qualitative and Quantitative Research; Feedback as an Opportunity  
Reading: Chapter 8 Feedback in the Writing Process

Class 9:

Review of Chapter 1 to 8  
Mid-term Exam  
Reading: Chapter 1 to 8

Class 10:

Text, E-mail, and Netiquette  
Memorandums and Letters; Business Proposals  
Report; Resume; Sales Message  
Reading: Chapter 9: Business Writing in Action

Class 11:

Before You Choose a Topic  
Choosing a Topic; Finding Resources  
Myths and Realities of Public Speaking; Overcoming Obstacles in Your Presentation  
Reading: Chapter 10 Developing Business Presentations  
Assignment 3

Class 12:

Principles of Nonverbal Communication  
Types of Nonverbal Communication; Movement in Your Speech  
Visual Aids; Nonverbal Strategies for Success with Your Audience  
Reading: Chapter 11 Nonverbal Delivery

Class 13:

Rhetorical Situation; Strategies for Success  
Building a Sample Speech; Sample Speech Outlines  
Organizing Principles for Your Speech; Transition  
Reading: Chapter 12 Organization and Outlines



Class 14:

Functions of the Presentation to Inform; Types of Presentations to Inform  
Adapting Your Presentation to Teach; Diverse Types of Intelligence and Learning Styles  
Preparing Your Speech to Inform; Creating an Informative Presentation  
Reading: Chapter 13 Presentation to Inform

Class 15:

What is Persuasion?  
Principles of Persuasion  
Functions of the Presentation to Persuade; Meeting the Listener's Basic Needs  
Reading: Chapter 14 Presentation to Persuade

Class 16:

Marking an Argument; Speaking Ethically and Avoiding Fallacies  
Sample Persuasive Speech; Elevator Speech  
Reading: Chapter 14 Presentation to Persuade  
Assignment 4

Class 17:

Sound Bites and Quotables  
Telephone/VoLP Communication  
Meeting; Celebrations: Toasts and Roasts  
Reading: Chapter 15 Business Presentations in Action

Class 18:

Media Interviews; Introducing a Speaker  
Presenting or Accepting an Award; Serving as Master of Ceremonies  
Viral Messages  
Reading: Chapter 15 Business Presentations in Action

Class 19:

Intrapersonal Communication  
Self-Concept and Dimension of Self; Interpersonal Needs  
Social Penetration Theory; Rituals of Conversation and Interviews  
Conflict in the Work Environment  
Reading: Chapter 16 Intrapersonal and Interpersonal Business Communication  
Assignment 5

Class 20:

Delivering a Negative News Message; Eliciting Negative News  
Crisis Communication Plan; Press Conference  
Reading: Chapter 17 Negative News and Crisis Communication



Class 21:

Intercultural Communication; How to Understand Intercultural Communication  
Common Cultural Characteristics; Divergent Cultural Characteristics  
International Communication and the Global Marketplace  
Chapter 18: Intercultural and International Business Communication

Class 22:

Styles of Management; The International Assignment  
What Is a Group?  
Group Life Cycles and Member Roles; Group Problem Solving  
Reading: Chapter 18 & Chapter 19 (Group Communication, Teamwork, and Leadership)

Class 23:

Business and Professional Meetings  
Teamwork and Leadership  
Reading: Chapter 19 Group Communication, Teamwork, and Leadership  
Overall Review

Class 24:

Final Exam

### ***Attending Policy***

Regular and prompt attendance is required. Under ordinary circumstances, you may miss two times without penalty. Each absence over this number will lower your course grade by a third of a letter and missing more than five classes may lead to a failing grade in the course. Arriving late and/or leaving before the end of the class period are equivalent to absences.

### ***Policy on "Late Withdrawals"***

In accordance with university policy, appeals for late withdrawal will be approved ONLY in case of medical emergency and similar crises.

### ***Academic Honesty***

Hunan University expects all students to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating, and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.



### ***General Expectations:***

Students are expected to:

- Attend all classes and be responsible for all materials covered in class and otherwise assigned;
- Complete the day's required reading and assignments before class;
- Review the previous day's notes before class and make notes about questions you have about the previous class or the day's reading;
- Participate in class discussions and complete required written work on time;
- Refrain from texting, phoning or engaging in computer activities unrelated to class during the class period;
- While class participation is welcome, even required, you are expected to refrain from private conversations during the class period.

### ***Special Needs or Assistance***

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.