

Business Communication

BUS 180 Course Syllabus

Spring 2025 | Section A
Tuesday - Thursday 9 a.m. to Noon
ABC Lecture Hall (meets in person & online)



Course Description

This course is designed to equip students with essential skills for effective professional communication. Through a series of engaging and thought-provoking modules, you will learn to write targeted business messages, differentiate between formal and informal styles, and utilize various communication channels. You will also explore public speaking, creating presentations, and addressing communication challenges, preparing you for the diverse demands of the business world.

Michelle Conroy
Associate Professor

My Teaching Philosophy
I believe everyone is capable of learning and the differences each person brings into a course enrich learning for everyone. I design my courses to showcase and celebrate the diversity of the members of our learning community and to encourage each student to connect our course content to their own life.



Pronunciation Me-SHELL CON-roy	Pronouns she/her	Office Building 20 Room 22
Email michelle.conroy@university.edu	Phone (555) 555-5555 Ext. 456	Student Hours <i>Come meet with me!</i> Monday 2 – 3 pm Wednesday 9 – 10am Or by appointment

Learning Plan

- Module 1:** Communicating in Business
Module 2: Business Writing
Module 3: Channels of Written Communication
Module 4: Using Research and Information Tools
Module 5: Visual Media
Module 6: Business Reports
Module 7: Public Speaking
Module 8: Presentations
Module 9: Social Media
- Module 10:** Written Messages in the Workplace
Module 11: Collaboration In and Across Teams
Module 12: Communication Challenges in Virtual Environments
Module 13: Communication Challenges in Multicultural Environments
Module 14: Career Development Essentials
Module 15: Recruiting and Selecting New Workers

Module Insights

In this course, we'll utilize online courseware called Lumen One. It replaces a traditional textbook and includes not just the text, but a complete study plan with videos, practice problems, and quizzes. Each course module contains a "Background You'll Need" section to set you up for success, a cheat sheet, then 4-6 topic sections, practice problems, and a quiz with two attempts. Each topic block is divided into these 4 sections:



Learn It

Videos, readings, and practice questions to help you understand the core concepts



Apply It

Practice questions and videos to build upon what you've learned and bring key concepts together



Self Check

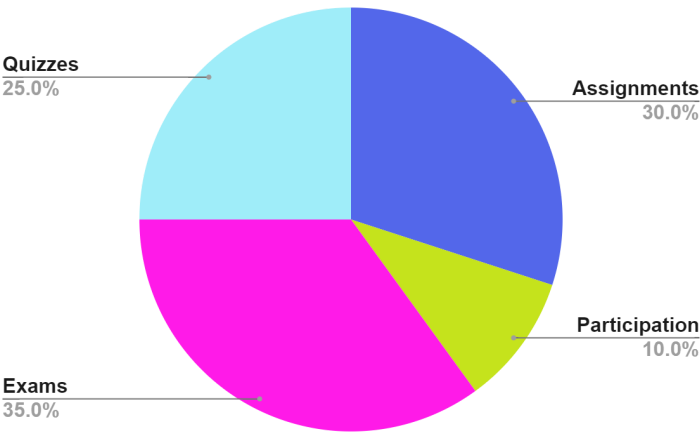
Answer questions to check how you're doing and earn participation points. Take as many times as you need.



Fresh Take

Additional materials to keep learning or learn it another way.

Grading



Accommodation Statement

If you have a documented disability and you would like to utilize a reasonable accommodation in this course, please consult with me immediately at the outset of the course so we can design a solution that will help you be successful in the class.

Inclusion Statement

Every student in this class, regardless of background, sex, gender, race, ethnicity, culture, political affiliation, socioeconomic status, physical or mental ability, or any identity category, is valued and will be viewed as a resource, strength, and benefit to this class. If you feel the course content excludes you in any way and you would like to share your concerns, please contact me. I welcome your feedback.