

**SEWARD COUNTY COMMUNITY COLLEGE  
COURSE SYLLABUS**

**I. TITLE OF COURSE:** BA2243- Business Technical Communications

**II. COURSE DESCRIPTION: 3 credit hours  
3 credit hours of lecture and 0 credit hours of lab per week.**

This course covers the gathering and using of information in the work environment. Emphasis is placed upon written communication--business letters, other forms of office communications, and technical reports. Oral communications, nonverbal communications, and listening skills will be studied.

EduKan course equivalency is EN101, as approved by Academic Affairs Council 1/25/2021.

For each unit of credit, a minimum of three hours per week with one of the hours for class and two hours for studying/preparation outside of class is expected.

Pre-requisite: NA

**III. PROGRAM AND/OR DEPARTMENT MISSION STATEMENT:**

The mission of the Administrative Professionals program is consistent with the mission of Seward County Community College and will provide students with quality learning opportunities and experiences to meet the diverse, changing needs for the development of better futures.

**IV. TEXTBOOK AND MATERIALS:**

Essentials of Business Communication, 10th Edition; Mary Ellen Guffey, Dana Loewy; Cengage Learning.

**V. SCCC OUTCOMES**

Students who successfully complete this course will demonstrate the ability to do the following SCCC Outcomes.

- 1: Read with comprehension, be critical of what they read, and apply knowledge gained to real life
- 2: Communicate ideas clearly and proficiently in writing, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.

6: Exhibit skills in information and technological literacy

9: Exhibit workplace skills that include respect for others, teamwork competence, attendance/punctuality, decision making, conflict resolution, truthfulness/honesty, positive attitude, judgment, and responsibility

**VI. COURSE OUTCOMES:**

Upon acceptable completion of the course competencies and an average of 85 percent or higher on mastery assessments, the student will be able to:

1. Recognize the components of business communication
2. Develop writing skills
3. Develop ability to compose correspondence
4. Develop ability to plan and deliver oral presentations

5. Develop employment communications

**VII. COURSE OUTLINE:**

1. The Process and Challenge of Communication
2. Basics for Communicating Effectively
3. Effective Messages
4. Reports and Media Communication
5. Employment Communication

**VIII. INSTRUCTIONAL METHODS:**

Lectures  
Class Discussions  
Presentation Software  
Internet/Written and Oral Exercises  
Video Presentations  
Tests

**IX. INSTRUCTIONAL AND RESOURCE MATERIALS:**

Presentation Software  
Textbook with CD-ROM Activities  
Computers  
Supplementary Exercises (Internet, Written, and Oral)

**X. METHODS OF ASSESSMENT:**

Measurement of course outcomes achievement, as well as the student's grade, will be determined in the following manner:

Homework exercises  
Business correspondence/report activities  
Mastery exams

Measurement of SCCC Outcomes will be assessed as follows:

Outcome #1: The assessments will be reading assignments and completion of the critical-thinking activities.

Outcome #2: The assessment will be completion of communication assignments relating to various business situations.

Outcome #6: The assessment will be to prepare correspondence using Word 2007 and to complete the Online Exercises.

**XI. ADA STATEMENT:**

Under the Americans with Disabilities Act, Seward County Community College will make reasonable accommodations for students with documented disabilities. If you need support or assistance because of a disability, you may be eligible for academic accommodations. Students should identify themselves to the Dean of Students at 620-417-1106 or going to the Student Success Center in the Hobble Academic building, room 149 A.