



## Nanchang University BA 21: Business Communication

Credit: 4

### Contact Hours

This course is composed of 24 lecture sessions, 3 tutorial sessions and 9 office contact hours. Each lecture session takes 2 contact hours in length; each tutorial session takes 3 contact hours in length; There will be a Q-A review session(3 contact hours) and Final Exam (3 contact hours)at the end of this term. This course has 72 contact hours in total.

### 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.

### Required Textbook

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	

### Course Schedule

The course has 24 class sessions in total. All sessions are 2 contact hours in length. At the end of this term, there will be a Q-A review session(3 contact hours) and Final Exam (3 contact hours).

Note: the course outline and required readings are subject to change.



## Class 1: Chapter 1 Effective Business Communication

- 1.1 Why is It Important to Communicate Well?
- 1.2 What is Communication?
- 1.3 Communication in Context
- 1.4 Your Responsibilities as a Communicator

## Class 2: Chapter 2 Delivering Your Message

- 2.1 What Is Language?
- 2.2 Messages
- 2.3 Principles of Verbal Communication
- 2.4 Language Can be an Obstacle to Communication
- 2.5 Emphasis Strategies
- 2.6 Improving Verbal Communication
- 2.7 Additional Resources

## Class 3: Chapter 3 Understanding Your Audience

- 3.1 Self-Understanding Is Fundamental to Communication
  - 3.2 Perception
  - 3.3 Differences in Perception
  - 3.4 Getting to Know Your Audience
  - 3.5 Listening and Reading for Understanding
  - 3.6 Additional Resources
- Assignment 1

## Class 4: Chapter 4 Effective Business Writing

- 4.1 Oral Versus Written Communication
  - 4.2 How Is Writing Learned?
  - 4.3 Good Writing
  - 4.4 Style in Written Communication
  - 4.5 Principles of Written Communication
  - 4.6 Overcoming Barriers to Effective Written Communication
  - 4.7 Additional Resources
- Discussion and Presentation

## Class 5: Chapter 5 Writing Preparation

- 5.1 Think, Then Write: Writing Preparation
- 5.2 A Planning Checklist for Business Messages
- 5.3 Research and Investigation: Getting Started
- 5.4 Ethics, Plagiarism, and Reliable Sources
- 5.5 Completing Your Research and Investigation
- 5.6 Reading and Analyzing
- 5.7 Additional Resources



Class 6: Chapter 6 Writing

- 6.1 Organizing
  - 6.2 Writing Style
  - 6.3 Making an Argument
  - 6.4 Paraphrase and Summary versus Plagiarism
  - 6.5 Additional Resources
- Assignment 2

Class 7: Chapter 7 Revising and Presenting Your Writing

- 7.1 General Revision Points to Consider
- 7.2 Specific Revision Points to Consider
- 7.3 Style Revisions
- 7.4 Evaluating the Work of Others
- 7.5 Proofreading and Design Evaluation
- 7.6 Additional Resources

Class 8: Chapter 8 Feedback in the Writing Process

- 8.1 Diverse Forms of Feedback
- 8.2 Qualitative and Quantitative Research
- 8.3 Feedback as an Opportunity
- 8.4 Additional Resources

Class 9:

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

Class 10: Chapter 9: Business Writing in Action

- 9.1 Text, E-mail, and Netiquette
- 9.2 Memorandums and Letters
- 9.3 Business Proposals
- 9.4 Report
- 9.5 Resume
- 9.6 Sales Message
- 9.7 Additional Resources

Class 11: Chapter 10 Developing Business Presentations

- 10.1 Before You Choose a Topic
  - 10.2 Choosing a Topic
  - 10.3 Finding Resources
  - 10.4 Myths and Realities of Public Speaking
  - 10.5 Overcoming Obstacles in Your Presentation
  - 10.6 Additional Resources
- Assignment 3



Class 12: Chapter 11 Nonverbal Delivery

- 11.1 Principles of Nonverbal Communication
- 11.2 Types of Nonverbal Communication
- 11.3 Movement in Your Speech
- 11.4 Visual Aids
- 11.5 Nonverbal Strategies for Success with Your Audience
- 11.6 Additional Resources

Class 13: Chapter 12 Organization and Outlines

- 12.1 Rhetorical Situation
- 12.2 Strategies for Success
- 12.3 Building a Sample Speech
- 12.4 Sample Speech Outlines
- 12.5 Organizing Principles for Your Speech
- 12.6 Transition
- 12.7 Additional Resources

Class 14: Chapter 13 Presentation to Inform

- 13.1 Functions of the Presentation to Inform
- 13.2 Types of Presentations to Inform
- 13.3 Adapting Your Presentation to Teach
- 13.4 Diverse Types of Intelligence and Learning Styles
- 13.5 Preparing Your Speech to Inform
- 13.6 Creating an Informative Presentation
- 13.7 Additional Resources

Class 15: Chapter 14 Presentation to Persuade

- 14.1 What is Persuasion?
- 14.2 Principles of Persuasion
- 14.3 Functions of the Presentation to Persuade
- 14.4 Meeting the Listener's Basic Needs

Class 16:

- 14.5 Marking an Argument
  - 14.6 Speaking Ethically and Avoiding Fallacies
  - 14.7 Sample Persuasive Speech
  - 14.8 Elevator Speech
  - 14.9 Additional Resources
- Assignment 4

Class 17: Chapter 15 Business Presentations in Action

- 15.1 Sound Bites and Quotables
- 15.2 Telephone/VoLP Communication



15.3 Meeting

15.4 Celebrations: Toasts and Roasts

Class 18: Chapter 15 Business Presentations in Action

15.5 Media Interviews

15.6 Introducing a Speaker

15.7 Presenting or Accepting an Award

15.8 Serving as Master of Ceremonies

15.9 Viral Messages

15.10 Additional Resources

Class 19: Chapter 16 Intrapersonal and Interpersonal Business Communication

16.1 Intrapersonal Communication

16.2 Self-Concept and Dimension of Self

16.3 Interpersonal Needs

16.4 Social Penetration Theory

16.5 Rituals of Conversation and Interviews

16.6 Conflict in the Work Environment

16.7 Additional Resources

Assignment 5

Class 20: Chapter 17 Negative News and Crisis Communication

17.1 Delivering a Negative News Message

17.2 Eliciting Negative News

17.3 Crisis Communication Plan

17.4 Press Conference

17.5 Additional Resources

Class 21: Chapter 18: Intercultural and International Business Communication

18.1 Intercultural Communication

18.2 How to Understand Intercultural Communication

18.3 Common Cultural Characteristics

18.4 Divergent Cultural Characteristics

Class 22: Chapter 18 Intercultural and International Business Communication

18.5 International Communication and the Global Marketplace

18.6 Styles of Management

18.7 The International Assignment

18.8 Additional Resources

Class 23: Chapter 19 Group Communication, Teamwork, and Leadership

19.1 What Is a Group?

19.2 Group Life Cycles and Member Roles

19.3 Group Problem Solving



19.4 Business and Professional Meetings

19.5 Teamwork and Leadership

19.6 Additional Resources

Class 24:

Overall Review

### ***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***

Nanchang 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.