Course Prefix and Number: BUSI 504

Catalog Description: This course is designed to strengthen students’ communications skills in the context of managerial communications. Topics include writing and research skills, listening skills, nonverbal communication, conflict resolution and negotiation strategies, conducting interviews and meetings, and giving formal presentations.

Prerequisite(s)/Corequisite(s): None.

Text(s): The most current edition of one of the following:


Course Objectives:
- To understand management communication in an organizational setting.
- To explore the role of communication skills and strategy in a variety of managerial functions.
- To cover topics dealing with intercultural communication issues and technologically mediated communication.

Measurable Learning Outcomes:
- Devise managerial communication strategies.
- Explain how to appraise intercultural communication issues.
- Explain technologically mediated communication.
- Analyze and justify legal and ethical issues in communication.
- Design managerial reports and proposals.
- Explain nonverbal communication.
- Evaluate conflict management techniques.

Topical Outline (major areas of coverage):
- Management Communication in Transition
- Communication and Strategy
- Communication Ethics
- Writing and Technology
- Nonverbal Communication
• Communicating in Intercultural Context
• Managing Conflict
• Business Meetings

All business administration courses include a written and oral presentation component.

Recommended maximum class size for this course: 15

Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

Prepared by: Anthony S. Marshall, Ph.D.

Name ___________________________ Signature ___________________________

Date: September 21, 2005

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

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