



Lincoln University

BA 370 – Business Communications COURSE SYLLABUS Fall 2025

Instructor: Prof. David Frasca

Class Schedule: Tuesdays, 12:30 – 3:15 PM

Credit: 3 units / 45 Lecture hours

Prerequisites: None

Level: Mastery 1 (M1)

Office hours and location: by arrangement only, room 309

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Pronouns: He/Him/His

Syllabus Last Revised: 8/25

COURSE DESCRIPTION

This course concentrates on critical skills, particularly those needed for intelligent, face-to-face interactions, for effective tactics to achieve cooperation and gain consensus. There is emphasis on various strategies used in negotiating, for both individuals and leaders. Both written and oral assignments are involved. (3 units) *Prerequisite: ENG 82*

LEARNING OBJECTIVES

The course emphasizes the role of critical and creative thinking in the business communication process. Students learn a systematic approach to designing messages for targeted business communication situations.

Primary objectives are to:

- Improve your ability to comprehend and produce effective written and oral business communications for leadership and negotiation purposes;
- Evaluate business communications within appropriate contexts;
- Apply systematic communicative language processing strategies for critical thinking, problem solving, conflict resolution, decision making, goal setting and attainment.

Upon successful completion of this course, students will be able to:

- Analyze the communicator, audience, purpose, context, and strategies of business communications in functional settings;
- Select appropriate content, style and organization for various contexts.

COURSE LEARNING OUTCOMES¹

	Course Learning Outcome	Program Learning Outcome	Institutional Learning Outcomes	Assessment Activities
1	Demonstrate appropriate applications of primary and secondary research and analytical techniques and tools to manage and apply information in support of problem-solving, conflict resolution, decision-making, and goal attainment.	PLO 3	ILO 2b, ILO 7b	Completed written work Oral presentations Peer evaluation Instructor evaluation
2	Apply analytical skills to formulate and implement strategic responses to changes in external and internal environment.	PLO 3	ILO 2b, ILO 7b	Completed written work Oral presentations Peer evaluation Instructor evaluation
3	Demonstrate ability to garner and evaluate potential global business situations, opportunities and risks relevant to current and future leadership applications and communicative contexts.	PLO 5	ILO 4b, ILO 5b	Completed written work Oral presentations Peer evaluation Instructor evaluation
4	Define and apply leadership and communication business objectives for shared growth and development.	PLO 5	ILO 4b, ILO 5b	Completed written work Oral presentations Peer evaluation Instructor evaluation
5	Manage responsibly local and global business interaction and development within relevant ethical, social, and economic criteria.	PLO 6	ILO 3b	Completed written work Oral presentations Peer evaluation Instructor evaluation

INSTRUCTIONAL MATERIALS AND REFERENCES**Required Text**www.cengage.com

Go to “students” and purchase your book

Essentials of Business Communication by Mary Ellen Guffey, Dana Loewy

12th Edition | Copyright 2023

INSTRUCTIONAL METHODS

Instruction will be conducted in class. The course sessions will include topics with A/V-augmented materials (text-based and other topically related slides and relevant audio/video/web resources),

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

written exercises applying course concepts, student assignments based on course units, with emphasis on student engagement in learning by doing.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

STUDENT RESPONSIBILITIES

Students should always check into their class's Canvas to see the daily class outline and any announcements or assignments.

In the eventuality that we may have to do a remote class, students will receive a zoom link in advance. Students **MUST** have their cameras on while attending class or will be marked absent.

Students are expected to participate in course work in a productive manner, to complete assignments according to schedule and at a level appropriate to university rubrics, and to take personal responsibility for meeting the objectives of the course.

You are expected to arrive on time. Notify the instructor should you be absent. All absences are not excused, regardless of the reason, you are completely responsible for any missed course work

Use of cell phones or other electronics in class will not be tolerated, unless directed by the instructor.

TOPICAL OUTLINE AND ASSIGNMENTS

The scope of the course applies and extends communication skills relevant to personal, sociocultural, and professional communication, ranging from the essentials of communication to the theoretical foundation and technological extensions of communication best practices in business leadership and everyday negotiations.

For each of the unit topics students will do the following by the date listed on the schedule:

- Check with canvas for assignments.

- Read assigned materials with care and understanding.

- Respond to the main points of each chapter and be prepared to speak/write on the topic.

- Any written homework assignment should go in your portfolio.

Midterm and Final review assignments, students will more than likely be doing presentations either individually or in a group project. Students will be required to maintain a portfolio of all in class assignments, and any quizzes. Canvas discussions are not optional they are mandatory.

SCHEDULE

Subject to change

Session	Date	Unit	Chapter- Read, Reflect
1	Week 1	Unit one	<u>Chapter 1. Thriving in a Digital, Social, and Mobile Workplace</u>
2	Week 2	Chapter review	Critical Thinking, Activities, Grammar, Editing, Communication
3	Week 3	Unit 2	<u>Chapter 2. Planning Business Messages</u>
4	Week 4	Chapter Review	Critical thinking , writing improvement, radical rewrites, grammar editing communication
5	Week 5	Unit 3	<u>Chapter 5. Short Workplace Messages and Digital Media</u>
6	Week 5	Unit 3	<u>Chapter 6. Positive and Neutral Messages</u>
7	Week 7	Unit 3	<u>Chapter 7. Bad-News Messages</u> <u>Chapter Review</u>
8	Week 8	Midterm	Midterm Personal Review
9	Week 9	Unit 4	<u>Chapter 9. Informal Reports</u>
10	Week 10	Unit 4	<u>Chapter 10. Proposals and Formal Reports</u>
11	Week 11	Unit 5	<u>Chapter 11. Professionalism at Work: Business Etiquette, Teamwork, and Meetings</u>
12	Week 12		<u>Chapter 12. Business Presentations</u>
13	Week 13	Unit 6	<u>Chapter 13. The Job Search, Résumés, and Cover Messages</u> <u>Chapter 14. Interviewing and Following Up</u>
14	Week 14	Final	Final Personal Review

ASSESSMENT CRITERIA & METHOD OF EVALUATING STUDENTS

Students will demonstrate their level of achievement through appropriate and accurate application of classic and contemporary principles and best practices in communication for leadership and negotiation. Students attaining the higher levels of course goals will show successful application of critical and creative communication skills in approaching and solving academic and real-world examples, individually and as group participants. The following tables quantify assignment areas and grade distribution scales.

GRADING GUIDELINES

All activities will be graded according to the points as shown below:

100-95	94-90	89-87	86-84	83-80	79-77	76-74	73-70	69-65	64-60	59 or <
A	A-	B+	B	B-	C+	C	C-	D+	D	F

The final grade for the course will be given as the total weighted score for all activities according to the percentage shown in the table below:

Items	Points
Exercises /Daily Assignments	25
Midterm Personal Review	25
Quizzes	25
Presentation	25
Total	100

PLEASE NOTE:

Revisions to the schedule will be made as needed. Required textbooks should be obtained (either purchased or rented, in print or eBook from week one if possible and used for all applicable session assignments. Plagiarized content is strictly prohibited. Researched materials must be documented using a consistent style for both in text and end text citations of sources using the published standards of the most recent subject-appropriate style guide, such as APA (social sciences) or MLA (humanities), for example.