



Lincoln University

BA 370 – Business Communications COURSE SYLLABUS

Fall 2026

Instructor:	Professor Susan R Stryker
Class Schedule:	Wednesdays, 12:30 – 3:15 PM
Credit:	3 units / 45 Lecture hours
Prerequisite:	ENG 82
Level:	Mastery 1 (M1)
Office hours:	By appointment
Email:	sstryker@lincolnca.edu
Office phone:	(510) 520 3028

CATALOGUE DESCRIPTION

Communications in the applied context of business studies, including vocabulary, reading, writing, and speaking skills in the areas of marketing, international business, data processing, finance, and management. (3 units)

LEARNING OBJECTIVES

This course emphasizes the importance of critical and creative thinking in the business communication process. Students will learn a systematic approach to designing messages tailored for specific business communication scenarios.

The primary objectives are to:

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

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

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

Assignments and projects require students to actively use resources of the library. Detailed guides 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 are required to regularly check their class's Canvas page for the daily outline, announcements, and assignments. In the event of a transition to remote classes, students will receive a Zoom link in advance. During online sessions, students must have their cameras on; failure to do so will result in being marked absent.

Active participation in coursework is expected, along with the timely completion of assignments that meet university standards. Students are responsible for taking personal accountability in achieving the course objectives.

Timeliness is crucial; students should arrive on time and notify the instructor if they will be absent. All absences are considered unexcused, regardless of the reason, and it is the student's responsibility to make up any missed coursework.

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

OUTLINE AND ASSIGNMENTS

The course is designed to enhance and expand communication skills relevant to personal, sociocultural, and professional contexts. It encompasses essential communication principles, theoretical foundations, and technological advancements that exemplify best practices in business leadership and everyday negotiations.

For each unit topic, students are expected to complete the following by the deadlines specified in the schedule:

- Regularly check Canvas for assignments.
- Carefully and thoroughly read all assigned materials.
- Respond to the key points of each chapter and be prepared to discuss and write about the topic.
- Submit all written homework assignments to your portfolio.

For midterm and final review assignments, students will be required to deliver presentations, either individually or as part of group projects. Additionally, students must maintain a portfolio that includes all in-class assignments and quizzes. Participation in Canvas discussions is mandatory.

Midterm and Final review assignments to be assigned in class.

SCHEDULE

Subject to change Note: no class on November 11 due to Labor Day Recess from Nov 24-28

Session	Date	Unit	Chapter- Read, Reflect
1	Week 1	Unit 1	<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: Job Search, Résumés, and Cover Letters</u>
14	Week 14		<u>Chapter 14. Interviewing and Following Up</u>
15	Week 15	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	25
Quizzes	25
Presentation	25
Total	100