

Business Communication Today – One-Semester Syllabus

Required Text: Courtland L. Bovée & John V. Thill, *Business Communication Today*, 16th Edition (Pearson, 2026)

Grading Breakdown

Component	Weight
Class Participation & Activities	15%
Short Writing Assignments	20%
Midterm Exam	10%
Final Exam	15%
Report/Proposal Project	20%
Presentation	10%
Résumé & Interview Portfolio	10%

Weekly Schedule

Week	Topics & Readings	Assignments/Activities (Textbook-Aligned)
1	Ch. 1: Professional Business Communication in the Age of AI	Apply Your Skills Now: Revising an AI-Generated Email for Empathy and Clarity
2	Ch. 2 Collaboration, Interpersonal Communication, and Etiquette; Ch. 3 Communication Challenges in a Diverse, Global Marketplace	Practice Your Skills: Team Communication Scenario; Communication Case: Cross-Cultural Negotiation
3	Ch. 4 Planning Business Messages	Apply Your Skills Now: Audience Analysis for a Fundraising Campaign

4	Ch. 5 Writing Business Messages; Ch. 6 Completing Business Messages	Practice Your Skills: Draft and Revise a Short Business Message
5	Ch. 7 Digital Media; Ch. 8 Social Media	Practice Your Skills: Writing Professional Emails; Apply Your Skills Now: Social Media Strategy Exercise
6	Ch. 9 Visual Media	Apply Your Skills Now: Designing an Infographic for a Research Report
7	Ch. 10 Routine & Positive Messages; Ch. 11 Negative Messages	Practice Your Skills: Writing a Goodwill Message; Communication Case: Apple's Apology for the 'Crush' Ad
8	Ch. 12 Persuasive Messages	Communication Case: Sephora's AI-Driven Customer Engagement; Midterm Exam (Ch. 1–11)
9	Ch. 13 Finding, Evaluating, and Processing Information	Practice Your Skills: Conducting Secondary Research
10	Ch. 14 Planning Reports & Proposals; Ch. 15 Writing & Completing Reports & Proposals	Apply Your Skills Now: Crafting a Proposal Outline
11	Ch. 16 Developing Presentations in a Social Media Environment	Apply Your Skills Now: Audience Analysis for a Presentation
12	Ch. 17 Enhancing Presentations with Slides & Visuals	Practice Your Skills: Redesigning a Cluttered Slide Deck
13	Ch. 18 Building Careers & Writing Résumés	Apply Your Skills Now: Résumé Revision Workshop

14	Ch. 19 Applying & Interviewing for Employment	Practice Your Skills: Preparing for Behavioral Interview Questions
15	Student Presentations (Final Project)	Deliver Persuasive Presentation with Visuals (draw on Chs. 16–17 assignments)
16	Final Exam (Comprehensive)	Submit Final Report/Proposal Project