

Business Communication Today – Quarter System Syllabus (10 Weeks)

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 Ch. 2: Collaboration, Interpersonal Communication, and Etiquette Ch. 3: Communication Challenges in a Global Marketplace	Apply Your Skills Now: Revising an AI-generated email for empathy and clarity
2	Ch. 4: Planning Business Messages Ch. 5: Writing Business Messages Ch. 6: Completing Business Messages	Practice Your Skills: Draft and revise a business memo

3	Ch. 7: Digital Media Ch. 8: Social Media	Apply Your Skills Now: Create a LinkedIn update for a company milestone
4	Ch. 9: Visual Media	Apply Your Skills Now: Design a Canva infographic summarizing a research finding
5	Ch. 10: Routine and Positive Messages Ch. 11: Negative Messages	Communication Case: Apple's apology for the 'Crush' iPad ad Midterm Exam (Chs. 1–9)
6	Ch. 12: Persuasive Messages	Communication Case: Sephora's AI-driven customer engagement
7	Ch. 13: Finding, Evaluating, and Processing Information Ch. 14: Planning Reports and Proposals	Apply Your Skills Now: Outline a short proposal
8	Ch. 15: Writing and Completing Reports and Proposals Ch. 16: Developing Presentations in a Social Media Environment	Draft slides for a proposal presentation
9	Ch. 17: Enhancing Presentations with Slides and Visuals Ch. 18: Building Careers and Writing Résumés	Apply Your Skills Now: Résumé revision workshop
10	Ch. 19: Applying and Interviewing for Employment Student Presentations (Final Project)	Final Exam (Comprehensive) Submit Final Report/Proposal