

BusCom 201 – Business Communication Equivalency Review

If you have taken a course or courses that you think might be equivalent to BusCom 201, Business Communication, you will need to write a letter to request an equivalency review. Your letter should embody standard principles of business correspondence and describe how your academic experience satisfies the BusCom 201 objectives listed below (include specific course numbers and titles as well as the grades you earned).

Submit your letter and supporting documentation to the coordinator of Business Communication.

Students completing BusCom 201 should be able to demonstrate the ability to:

- Employ one or more standard formats for writing each of the following: business letters, memos and reports.
- Employ, regardless of format, principles relevant to the content, organization, and style of text for the following types of business communication: bad news (negative) messages, persuasive messages, and good news (positive) and/or routine messages.
- Determine, find and properly incorporate secondary research using the APA style, including that available through electronic means such as library holdings databases, CD-ROM, and the Internet.
- Apply basic editing skills such as those expected of students who have completed freshman composition and who are taking a business communication course.
- Design a page of text so that it is graphically easy to read and permits easy information access. Such skills include the use of standard formats, white space, appropriate paragraphing, and (where appropriate) headings and sub-headings.

- Use a reader-friendly approach to balance the needs of the audience with the desires of the writer.
- Produce ethical communications as a result of knowing and being able to apply certain ethical principles.
- Develop and present an oral presentation using effective visual aids.

After the Business Communication Coordinator has reviewed your materials, he may ask you to schedule a follow-up interview, either in person or via telephone, to help him make a final decision about your request.

Checklist

- Letter requesting equivalency review (see requirements above).
- Copy of syllabus for each course you are submitting for consideration.
- Unofficial copy of your transcript or BSU Transfer Credit Evaluation; the copy must include your name and show the course number(s) and grade(s) you received for each course you asking to be considered.
- Submit packet to Business Communication Coordinator.

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Business Communication

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