



**BAKER COLLEGE**  
**STUDENT LEARNING OUTCOMES**

**BUS6810 Leadership Communications**

**3 Semester Credit Hours**

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**Student Learning Outcomes and Enabling Objectives**

1. Describe how leaders utilize communications
  - a. Define the value of communications
  - b. Summarize how to conduct a communications self-audit
2. Develop leadership communication fundamentals
  - a. Formulate the message requirements needed for the situation.
  - b. Define the various audiences that should be considered with communications (i.e., employees, stakeholders, leaders).
  - c. Explain the communication channels available for leaders.
  - d. Prepare communication plans that focus on framing and context
3. Develop the ability to conduct crucial conversations
  - a. Prepare the intent of the crucial conversation and the desirable outcome.
  - b. Examine listening skills and how to employ them within a crucial conversation
  - c. Construct a crucial conversation
4. Distinguish remote communication strategies and purpose.
  - a. Explain how remote communications support the goals
  - b. Illustrate how to utilize remote communications effectively.
5. Create executive presentations that focus on messaging and goals.
  - a. Distinguish characteristics of executive presentations
  - b. Demonstrate the key elements of an executive presentation.

**Big Ideas and Essential Questions**

**Big Ideas**

- Communication value
- Messaging and Audiences
- Communication planning
- Crucial Conversations
- Remote communications
- Executive presentations

## **Essential Questions**

1. How is the value of communications important for effective communications?
  2. How are messages developed and framed?
  3. What role does the audience play in communications?
  4. What are the components of a communication plan?
  5. How should leaders construct a crucial conversation?
  6. What are the key communication factors for remote working?
  7. How can presentations be developed and utilized for communication?
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These SLOs are not approved for experiential credit.

**Effective: Fall 2022**