COURSE INFORMATION FORM

DISCIPLINE
Business Administration

COURSE TITLE
Business Communications

CR.HR   3       LECT HR.   3       LAB HR.   CLIN/INTERN HR.   CLOCK HR.

CATALOG DESCRIPTION
Business Communications identifies the scope and structure of communications within a business environment. The areas of study includes writing processes involving a wide variety of business correspondences. Current methods of communication by technology are covered with direct applications utilizing Internet, E-mail, PowerPoint presentations, electronic files, employee and data privacy, resumes and interviewing techniques. Emphasis is placed on formal reports within the APA and MLA formats/structures.

PREREQUISITES
Satisfactory placement test score or completion of ENGL 30

EXPECTED STUDENT OUTCOMES IN THE COURSE
Upon completion of this course, the student will be able to:

1. List the communication barriers.
2. Describe the listening process and discuss barriers that may hamper this process.
3. Identify the categories of nonverbal expressions within various cultural environments.
4. List the guidelines for speaking across cultures and techniques to improve communication with people who don’t speak your language.
5. Justify the importance of analyzing your audience and the ways you can establish good relationships.
6. Identify the writing techniques to improve the readability and effectiveness.
7. Illustrate the strategies for routine requests and goodwill messages.
8. Differentiate between the direct and indirect organizational approaches to bad news message and identify when it is appropriate to use each one.
9. Describe the AIDA plan for persuasive message.
10. Define information interviews and list the types of interview questions.
11. List and develop different types of visual formats.
12. Describe the types of informational reports, analytical reports and the various structures of each report.
13. Apply the MLA or APA formats to a formal report.
14. Describe and list the prefatory parts of a formal report.
15. Identify the various ways to organize a resume and how to adapt your resume to a scannable format.
16. Develop an application letter and apply the AIDA organizational approach.
17. List and describe the tasks to complete for a successful job interview.
CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes will be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

Written Assignments (1-17)
Formal Report (11, 12, 13, 14)
Examinations (1-17)

PROGRAM-LEVEL OUTCOMES ADDRESSED

General Education Outcomes
Specify which general education outcomes, if any, are substantially addressed by the course by completing the “Course/Program Assessment Matrix” to show the relationship between course and program outcomes and assessment measures.

Occupational Program Outcomes
Specify which occupational program outcomes, if any, are substantially addressed by the course by completing the “Course/Program Assessment Matrix” to show the relationship between course and program outcomes to assessment measures.
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Foundations of Business Communications
   a. Listening and Nonverbal Skills
   b. Communicating Intercultural
   c. Perception and Language Difference

II. Applying the Writing Process
   a. Analyzing your audience
   b. Adapting your message to serve your audience

III. Business Messages
   a. Organizing your message
   b. Composing and shaping the message
   c. E-mail and Distributing your message
   d. Modify your message for global audiences

IV. Writing Routine, Good News and Goodwill Messages
   a. Planning, Writing and Completing Routine Requests
   b. Strategies for routine replies and positive messages

IV. Writing Bad-News Message
   a. Strategies for Bad-News Message
   b. Creating an Audience Centered Tone
   c. Direct and Indirect approaches

V. Writing Persuasive Message
   a. Planning, Writing and Completing Persuasive Messages
   b. Types of Persuasive messages
   c. Strategies for Persuasive messages

VI. Communicating Information Through Visuals/Internet
a. Planning, Selecting and Designing Visuals
b. Balance between illustrations and words
c. Communication Challenges in the Information Age
d. Data Security and Employee Privacy

VII Planning, Writing and Completing Reports and Proposals
a. Informational and Analytical Reports
b. APA and MLA Formats and Structures
c. Various Degrees of Formality

VIII Writing Employment Messages, Creating Resumes and Interviewing Techniques
a. Preparing various Resumes
b. Application, Job-Inquiry and Application follow-up Letters
c. Interviewing Processes and Procedures
d. Letters of Acceptance, Declining a Job Offer and Letter of Resignation