

**Date: February 24, 2006**

**I. Course Name:** Business Communications

**Course Prefix and Number:** BUS 123

**Credit and contact hours:** 3 credits, 3 contact hours

**Catalog Description including pre- and co-requisites:**

A comprehensive introduction to theory and practice of basic business communication skills. Emphasis is placed on the process of communication and on typical forms of business communication, such as business reports, business letters, speeches, and resumes. *Prerequisite:* English 101 or permission of instructor.

## **II. Course Outcomes and Objectives**

The primary objective of this course is for students to achieve top-notch communication and career skills necessary in today's competitive diverse business environment.

This course provides both process and product, the business communication skills needed to survive and succeed in the rapidly changing workplace of today and tomorrow.

### **Learning Outcomes:**

Upon completion of this course, the student will be expected to be familiar with:

1. Communication Foundations
2. The Writing Process
3. Nonverbal Communications
4. Composing Letters and Memos
5. Reports and Proposals
6. Presentation Skills
7. Employment Communications

### **Relationship to Academic programs and curriculum:**

To develop in students business communications skills needed for entering and being successful in the business community.

To provide students with the business communications skills for the effective interactions with others in the business community.

This is a required course for the following degrees:

AAS Accounting

AAS Business Administration

AAS Tourism Management

**College competencies addressed by the course:**

- Writing
- Oral Communication
- Reading
- Computer Literacy
- Professional Competency
- Problem Solving
- Ethics/Values
- Information Resources

**III. Methods of Instruction**

**Types of Course materials:**

Text: *Business Communication: Process & Product*, Mary Ellen Guffey, 5th Edition, Thomson South-Western Publishing Company

**Methods of instruction:**

- Lecture
- Written Assignments
- Analysis
- Group Projects
- Case Studies
- Oral Presentation
- Discussions

**Assessment measures:**

Faculty may use a variety of assessment measures including, but not limited to: informal writing, non graded quizzes, and discussions.

**Methods of Evaluation:**

- Homework
- Formal, Written Reports
- Written
- Oral Presentation
- Mock Interview
- Class Participation

**IV. General Outline of Topics covered**

The following represent the various topics to be covered in the course:

- I. Communication At Work
- II. Communicating in Small Groups and Teams
- III. Listening and Nonverbal Communications
- IV. The Writing Process: Preparing, Organizing, and Revising
- V. Business Correspondence
- VI. Reports and Proposals
- VII. Presentations
- VIII. Employment Communication