

STANDARDIZED COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER: BOT*201/BBG*210

COURSE TITLE: Business Communications

COURSE CATALOG DESCRIPTION: Development of principles for effective oral and written communication for the business office including letters, memoranda, reports, proposals, resumes, and letters of application. Communication theory and purposes, developmental and effective strategies for composing, audience analysis and adaptation, document organization and design, and interpersonal and group dynamics will be emphasized.

LECTURE HOURS PER WEEK: (3)

CREDIT HOURS: (3)

LAB HOURS PER WEEK: (N/A)

PREREQUISITES: ENG* 101

SECTION II

A. SCOPE: Effective oral and written communication skills will continue to grow in importance in the workplace. Organizations interact with stakeholders from diverse backgrounds, use technology to improve their processes and enhance customer relationships and often conduct business globally. These environmental factors require employees to use appropriate oral and written communication methods and techniques to produce documents and give presentations that will succeed because of their form, quality, content, and organization.

This course fulfills a Designated Core Competency in the area of Written Communication (WC) and an Embedded Competency the area of Oral Communication (OC).

B. REQUIRED WORK: Students will complete all assigned readings, projects, and other work as determined by the instructor and described in the course syllabus.

C. ATTENDANCE AND PARTICIPATION: Punctuality and attendance in classes is of prime importance for successful completion of this course, just as the same punctuality and attendance is important in the business world. Students will be expected to arrive for class on time and to remain in class until the end of the class session. Specific instructor policies will be included in the course syllabus.

D. METHODS OF INSTRUCTION: The methods of instruction will be determined by the instructor and may include but are not limited to lectures, case studies, guest speakers, and exercises from the textbook, DVDs, Power Point presentations, team projects and student experiences and responses.

E. OBJECTIVES, OUTCOMES AND ASSESSMENT: The following objectives and outcomes represent the department's core requirements for student achievement.

LEARNING OBJECTIVES	LEARNING OUTCOMES	ASSESSMENT METHODS
To demonstrate an understanding of:	Students will:	As measured by:
The importance of effective verbal and written communication skills in the workplace	<ol style="list-style-type: none"> 1. Describe the importance and characteristics and demonstrate the process of effective oral and written communications as it relates to the audience, purpose, and situation. (WC 1; OC 1) 2. Demonstrate an understanding of the determinants, influences and cross-cultural aspects of communicating globally and with people from diverse backgrounds and cultures. 3. Evaluate writing choices to determine if the correct audience, purpose, and situation are satisfied. (WC 5) 	Written assignments; case studies; tests; oral presentations; case studies; participation in class discussions; homework assignments.
Clear, concise, complete, and correct written and verbal business communication	<ol style="list-style-type: none"> 1. Demonstrate effective written communication by writing clear, logical, and evidence-based letters, memos and reports that accomplish various purposes, such as informing, persuading and building goodwill. (WC 3, 4) 2. Develop appropriate strategies for revising, editing and proofreading written communication. (WC 5) 3. Locate, evaluate and use sources appropriate to the communication purpose and accurately summarize, paraphrase and quote the ideas of others. (WC 2; OC 2) 4. Demonstrate, through skill development practice, the principles of effective verbal communication. (OC 4) 5. Plan, prepare and deliver an oral presentation, which has 	Written assignments; case studies; tests; oral presentations; case studies; participation in class discussions; homework assignments; research papers or projects that integrate information which is independently retrieved and evaluated by the student to address a research questions and sharpen critical analysis.

	been rehearsed and revised, and is supported by visual aids, including computer generated graphics. (OC 4,5)	
Communication technology to support effective communication	1. Discuss the advantages and disadvantages of various communication media and technology options. (OC 3)	Written assignments; case studies; tests; oral presentations; case studies; participation in class discussions; homework assignments
The employment search process	1. Outline the steps for planning, preparing and securing a professional position. 2. Demonstrate interview skills, prepare responses to anticipated questions.	Resume and cover letter and videotaped interview.

Core Competency Assessment Artifact (s).

Assignments from this course that address learning outcomes noted above may be collected to assess student learning across the school.

F. TEXT AND MATERIALS: College level Business Communication textbook, study guides, and supplementary reading.

Suggested: Essentials of Business Communication, Mary Ellen Guffey, SouthWestern College Publishing.

G. INFORMATION TECHNOLOGY: Use business application software to produce work products and conduct research using the Internet business databases, or as determined by the instructor and described in the course syllabus.