

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. Students cannot take both courses [BOT*201, BBG*210] for credit.

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.

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, videos, transparencies, Power Point presentations 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 verbal and written communication skills in the workplace	<ul style="list-style-type: none"> Describe the importance, characteristics and process of effective communications between people and within groups. Demonstrate an understanding of the determinants, influences and cross-cultural aspects of communicating globally and with people from diverse backgrounds and cultures. 	Case studies, tests
Clear, concise, complete, and correct written and verbal business communication	<ul style="list-style-type: none"> Demonstrate effective written communication by writing effective and efficient letters, memos and reports that accomplish a given purpose of informing, persuading and/or building goodwill. Demonstrate, through skill development practice, the principles of effective verbal communication. Outline the steps for planning, preparing and delivering an oral presentation supported with computer generated graphics. 	Written assignments, quizzes, tests, presentations and role-plays
Communication technology to support effective communication	<ul style="list-style-type: none"> Discuss the advantages and disadvantages of various communication media and technology options. 	Case studies and tests
The employment search process	<ul style="list-style-type: none"> Outline the steps for planning, preparing and securing a professional position. 	Resume, sample cover letter and videotaped interview

F. TEXTS:

Essentials of Business Communication, Sixth Edition, Mary Ellen Guffey, South-Western College Publishing.

Access to a PC is required. A CD may be required to store assignments and presentations.

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