

COURSE OUTLINE

Revision: Marla Lockhart Date: April, 2009

DEPARTMENT: Business (BUS)
CURRICULUM: Business Information Technology
COURSE TITLE: Integrated Communications I
COURSE NUMBER: BUS 131
TYPE OF COURSE: Vocational Preparatory
COURSE LENGTH: 1 quarter
CREDIT HOURS: 5
LECTURE HOURS: 55
LAB HOURS: 0
CLASS SIZE: 28
PREREQUISITES: 1. ASSET: W&R = 46, SLEP: Combined = 65 or Completion of BUS 121 with 2.0 or higher 2. Ability to read and understand college-level text. 3. Ability to follow oral and written instructions.

COURSE DESCRIPTION:

This course integrates the review and refinement of basic English grammar, punctuation, and word usage skills with the composition of effective basic business letters and memos. Oral communication skills essential to the successful giving and receiving of information will be introduced along with cultural aspects of the communication process.

STUDENT LEARNING OUTCOMES ADDRESSED:

1. Communication - Read and listen actively to learn and communicate. Speak and write effectively for personal, academic, and career purposes. Demonstrate effective use of English grammar, punctuation, and spelling. Demonstrate a working knowledge of business vocabulary and terminology. Utilize appropriate verbal and communication techniques. Prevent, detect, and correct errors. Compose effective business correspondence and documents.
2. Human Relations – Use social interactive skills to work in groups effectively. Recognize the diversity of cultural influences and values.
3. Critical Thinking and Problem Solving – Think critically in evaluating information and identifying the problem. Think critically when making decisions regarding writing.
4. Technology – Apply basic computer concepts and applications. Utilize a word processing program to produce business documents in mail able formats.
5. Personal Responsibility – Be motivated to continue learning and adapt to change. Value one's won skills, abilities, and ideas. Take pride in one's own work.
6. Information Literacy – Access and evaluate information from a variety of source. Use information to achieve personal, academic, and career goals.

PROGRAM OUTCOMES ADDRESSED:

1. Apply standard business rules in clear, concise, and effective business communications.
4. Use office technology for inter- and intra-office communication. (
7. Demonstrate time management and organization skills.
8. Identify and use appropriate resources for problem solving.
9. Receive, interpret, and follow both written and verbal instructions.
10. Demonstrate proficiency in production of business documents.
12. Demonstrate flexibility, motivation when faced with change.
13. Use the Internet for information searches.
15. Adapt to workplace practices and practice appropriate professional conduct.
16. Interact effectively with individuals and groups.

GENERAL COURSE OBJECTIVES:

At the end of the course the student will:

1. Apply correct business English rules, develop clarity of thought and will use effective paragraphing techniques in the writing of simple business letters and memos.

GENERAL COURSE OBJECTIVES (Cont.):

2. Correctly use/apply basic business English grammar rules.
3. Correctly use/apply commonly encountered punctuation rules.
4. Correctly use commonly encountered frequently confused words.
5. Demonstrate correct usage of specific prefix/suffix in the giving and receiving of information and directions.
6. Practice assertiveness as it relates to achieving successful communication.
7. Identify both verbal and nonverbal cultural aspects of the communication process.
8. Edit and correct unclear, inaccurate communications.
9. Demonstrate a working knowledge of basic business vocabulary and terminology.

TOPICAL OUTLINE:

APPROX. HOURS

I. Introduction to instructor, syllabus, and students	2
II. Business communication process	7
III. English terminology review	5
IV. Business English grammar rules	5
V. Commonly encountered punctuation rules	6
VI. Frequently confused words	4
VII. Spelling rules	4
VIII. Assertiveness techniques in business communication	5
IX. Techniques for the giving and receiving of information	5
X. Cultural aspects of the communication process	5
XI. Basic business letters and memos	7
Total	<u>55</u>

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