

COURSE OUTLINE

Revision: Marla Lockhart Date: April, 2009

DEPARTMENT: Business (BUS)
CURRICULUM: Business Information Technology
COURSE TITLE: Business Communications
COURSE NUMBER: BUS 230
TYPE OF COURSE: Vocational Preparatory
COURSE LENGTH: 1 quarter
CREDIT HOURS: 5
LECTURE HOURS: 44
LAB HOURS: 11
CLASS SIZE: 28
PREREQUISITES: 1. Business English (BUS 131 or equivalent) with a 2.0 or higher. 2. Ability to word process documents and keyboard accurately at 35 wpm.

COURSE DESCRIPTION:

The student will develop effective business writing skills through preparation of letters, reports, memoranda, and resumes. The student will review basic grammar and spelling usage. The student will have a better understanding of the process of writing and speaking within a business organization.

STUDENT LEARNING OUTCOMES ADDRESSED:

1. Human Relations – use social interactive skills to work in groups effectively. Recognize the diversity of cultural influences and values.
2. 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 nonverbal communication techniques. Prevent,

detect, and correct errors. Compose effective business correspondence and documents.

STUDENT LEARNING OUTCOMES ADDRESSED (Cont.):

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 mailable formats.
5. Personal Responsibility – Be motivated to continue learning and adapt to change. Value one's own skills, abilities, and ideas. Take pride in one's own work.
6. Information Literacy – Access and evaluate information from a variety of sources. Use information to achieve personal, academic, and career goals.

PROGRAM OUTCOMES ADDRESSED:

1. Apply standard business rules in clear, concise, and effective business communications.
3. Apply computer skills to all forms of business communication including presentation materials and graphics.
4. Use office technology for inter- and intra-office communication.
5. Identify and manage tasks involved in managing meetings.
6. Demonstrate accuracy and skill in handling the telephone.
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.
17. Create and present effective presentations (with and without software).
19. Demonstrate knowledge of laws and regulations, which affect the US workplace and work force, and an appreciation for ethics in business.
20. Understand career paths and advancement criteria typical of office occupations.
22. Work with others on larger scale projects.

GENERAL COURSE OBJECTIVES:

At the end of the course the student will:

1. Demonstrate knowledge of correct format and style for letters, memorandums, and reports.
 - a. Describe common business letters styles.
 - b. Describe common business memorandum styles.
 - c. Describe common business report styles.
2. Communicate effectively in written form
 - a. Determine the purpose of the communication and the intended audience for documents.
 - b. Gather the necessary information.
 - c. Organize information and plan the message.
 - d. Choose the most appropriate format for messages.
 - e. Revise the document if necessary
 - f. Use proofreaders' marks properly.
 - g. Use printed or electronic references to verify accuracy.
 - h. Use correct grammar, appropriate tone, degree of formality, and reading level.
 - i. Compose message that are clear, concise, complete, consistent, correct, and courteous.
3. Produce and distribute appropriately formatted business documents.
 - a. Generate documents using word processing software.
 - b. Choose and apply appropriate formats for documents.
 - c. Use fonts and graphics to enhance documents in appearance and effectiveness.
 - d. Use spell checker and grammar checker correctly.
 - e. Compare and select the most effective distribution method for the type of document.
 - f. Prepare and submit a portfolio of each type of business correspondence created in class.
4. Demonstrate sensitivity in communicating with a diverse workforce.
 - a. Research and identify diversity factors that impact communication.
 - b. Apply appropriate strategies for successful communication.
5. Develop communication skills for an international audience.
 - a. Prepare documents in correct style for international communications.
 - b. Research and identify the customs of the people with whom you are communicating.

TOPICAL OUTLINE:	APPROX. HOURS
I. Introduction to instructor, syllabus, and students	2
II. Communication foundations	6
III. The writing process	10
IV. Letters and memos	15
V. Reports and proposals	15
VI. Employment communication	7
Total	<u>55</u>

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