

COURSE OUTLINE

Business Communications

Course Description

BE 130. Business Communications. 3 hours credit. Prerequisite: A score at a predetermined level in reading and writing on a placement instrument or EG 060 or BE 120 with a C or better. This course will enable the student to develop communication skills that will be effective in job placement, performance, career advancement, and organizational success. The student will develop effective writing, listening, speaking, and nonverbal communication skills through the process of practice, application, and meaningful feedback. The student will learn essential communication skills necessary for success in today's technology-driven business environment.

Course Relevance

Because we live in an information age that revolves around effective communication, developing these skills is an extremely important ingredient to achieving success in the business world today. Communication skills are consistently ranked as one of the top competencies sought for in job applicants. This course is designed to build and enhance each student's writing, speaking, and listening skills so he/she can be successful in the workplace.

Required Materials

Bovee and Thill. *Business communication essentials*. Pearson Higher Ed.

Writer's Workout, Online Access Card. McGraw-Hill Higher Education.

Supplemental Materials

Grammar and Usage Reference Guide and/or Thesaurus

* - For complete textbook information, refer to <http://www.butlercc.bkstr.com>

Learning Outcomes

The intention is for the student to be able to:

1. Analyze a communication situation and the audience, make choices about the most effective way to communicate (oral or written), and deliver the communication in an acceptable business format.
2. Write business correspondence appropriate to a given situation with 95% accuracy in spelling, grammar, punctuation, and format.

Learning PACT Skills that will be DEVELOPED and documented in this course Through involvement in this course, the student will develop ability in the following PACT skill areas:

Analytical Thinking Skills

1. Problem solving

Through a variety of activities, written materials, and oral presentations, students will develop skills in determining the best practices in written and oral business communication.

Communication Skills

1. Creation and delivery of messages

Through the analysis of the situation and the audience, the student will produce a variety of business correspondence with 95% accuracy.

Technology Skills

1. Discipline-specific technology

- Through a rich array of text-specific CD and Web activities and exercises, the student will develop business communication skills while gaining computer expertise.

Major Summative Assessment Task(s)

These learning outcomes and the Learning PACT skills will be demonstrated by:

1. Analyzing (A skill) business cases to produce appropriate business correspondence (C skill) using computer technology (T skill).
2. Making a 15-minute oral presentation encompassing all aspects of effective oral communication (A skill).

Course Content

- I. Skills/Competencies – Actions that are essential to achieve the course outcomes:
 - A. Communication foundation
 1. Define the communication process
 2. Identify communication barriers
 3. Develop good listening skills
 4. Practice active listening
 5. Recognize nonverbal communication messages
 6. Discuss how culture effects communication
 - B. The writing process
 1. Analyze the purpose, situation, and receiver of the message
 2. Implement the three phases of the writing process
 3. Select the best communication channel
 4. Investigate formal and informal methods of research and generating ideas for messages
 5. Compare direct and indirect patterns for organizing ideas
 6. Use active and passive voice effectively in messages
 7. Write sentences and paragraphs using correct spelling, grammar, format, and structure
 8. Use phrases which are non-discriminatory
 9. Write with "you" attitude and include reader benefits
 10. Compare phrases which are concrete and specific to those which are not
 11. Choose simple, specific words
 12. Identify sentences with unity
 13. Use transitional words and phrases
 14. Revise and proofread business messages

- C. Work correspondence
 1. Explain importance of internal communication
 2. Analyze the characteristic of effective email messages and memorandums
 3. Write email messages and memos with adequate subjects, correct structure, and clear, concise explanations
 4. Compose positive and neutral news messages
 5. Create effective requests for information or action
 6. Write effective replies
 7. Develop effective persuasive messages that receive desired outcome
 8. Plan and write bad news messages
 9. Identify types of bad news messages
 10. Explain features of the indirect organizational plan
 11. Compose effective bad news messages
 12. Follow guidelines while developing an informal report
 13. Describe the six types of informal reports
 14. Collect data for formal reports
 15. Understand how to use the Web to locate reliable data
 16. Discuss the need to accurately document data
 17. Describe how to organize and write formal reports
 18. Illustrate data using charts, graphs, and tables
- D. Speaking skills
 1. Determine ways to improve communicating in person, by telephone, and in meetings
 2. Discuss the important first steps in preparing effective oral presentations
 3. Explain the major elements in organizing the content of a presentation
 4. Identify techniques for gaining audience rapport
 5. Discuss designing and using effective visual aids
 6. Specify appropriate delivery techniques
- E. Employment communication
 1. Prepare for employment by researching job possibilities
 2. Write a functional resume
 3. Compose a persuasive application letter to accompany your resume
 4. Explain how to prepare for an interview
 5. Give adequate answers to interview questions
 6. Discuss the importance of nonverbal communication in interviews
 7. Write follow-up messages
- II. Themes – Key recurring concepts that run throughout this course:
 - A. Writing
 - B. Speaking
 - C. Listening
- III. Issues – Key areas of conflict that must be understood in order to achieve the intended outcome:
 - A. Writing process
 - B. Communication process
 - C. Nonverbal communication
- IV. Concepts – Key concepts that must be understood to address the issues:

- A. Planning, organizing, composing, and revising
- B. Barriers to effective communication
- C. Body language, eye contact, space, etc.

Learning Units

- I. Communication challenges
 - A. Communication barriers
 - B. Listening skills
 - C. Nonverbal communication skills
- II. The writing process
 - A. Purpose, situation, and audience
 - B. Writing techniques
 - C. Revision and proofreading
- III. Work correspondence
 - A. Email and memorandums
 - B. Letters
 - 1. Request
 - 2. Response
 - 3. Recommendation
 - 4. Goodwill
 - 5. Persuasive
 - 6. Bad News
 - C. Reports
 - 1. Formal
 - 2. Informal
- IV. Speaking skills
 - A. Communication in person, by telephone, and in meetings
 - B. Oral presentations
- V. Employment communication
 - A. Job search, resumes, and application letters
 - B. Interviews and follow-up messages

Learning Activities

Independent and collaborative learning activities will engage the student in examining various aspects of written and oral communication. Lectures, demonstrations, group and individual projects, quizzes, and exams will contribute to the learning process and assist students in achieving the desired learning outcomes.

Grade Determination

The student will be graded on completion of the assessment tasks, writing assignments, oral presentations, tests, and class participation.