

MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE

COURSE OUTLINE

DEPT. BUS

COURSE NUMBER: 2242

NUMBER OF CREDITS: 3

Lecture: 3 Lab: 0 OJT: 0

Course Title:

Business Communications

Catalog Description:

Business Communications covers theory and offers practice in the fundamentals of good business communications. Emphasis is placed on the construction of effective (and positive) business letter writing. Resume writing, cover letters, interviewing techniques, memos and reports are also integral parts of the course.

Prerequisites or Necessary Entry Skills/Knowledge:

None

FULFILLS MN TRANSFER CURRICULUM AREA(S)

- Goal 1: Communication: By meeting the following competencies:
- Goal 2: Critical Thinking: By meeting the following competencies:
- Goal 3: Natural Sciences: By meeting the following competencies:
- Goal 4: Mathematics/Logical Reasoning: By meeting the following competencies:
- Goal 5: History and the Social and Behavioral Sciences: By meeting the following competencies:
- Goal 6: The Humanities and Fine Arts: By meeting the following competencies:
- Goal 7: Human Diversity: By meeting the following competencies:
- Goal 8: Global Perspective: By meeting the following competencies:
- Goal 9: Ethical and Civic Responsibility: By meeting the following competencies:
- Goal 10: People and the Environment: By meeting the following competencies:

Topics to be Covered

Foundations of business communications

The writing process

Brief business messages

Business reports and presentations

Employment documents and interviewing procedures

Student Learning Outcomes

Explain the importance of effective communication to your career and the companies in which the student will serve.

Recognize the foundations of effective business communications.

Define cultural competency and explain the influence of culture on business communication.

Compose business messages applying the three-step writing process.

Differentiate between routine, positive, and negative messages and employ effective strategies for writing each.

Plan, develop, and deliver effective reports and presentations.

Identify the major digital channels used for brief messages and craft efficient messages for digital channels

Describe the process of planning and writing your resume and application letter.

Explain the three stages of an interview

Is this course part of a transfer pathway: Yes No

Revised Date: 1/2022