Faculty are required to have the outline submitted to the Academic Affairs Office. The course outline is the form used for approval of new courses by the Collegewide Curriculum Committee.

DEPT. Farm Business Management                COURSE NO. FBMA 2131
NUMBER OF CREDITS:  2
COURSE TITLE: Directed Study - Communications
CATALOG DESCRIPTION: This course will assist the student in further acquiring & developing a higher level of communication skills. Students will review and evaluate various communication methods and techniques in dealing with and relating to individuals in both the public & private sector. Students will use this information in formulating an effective communication method and style. Additional course content may include student initiated or group activities.

AUDIENCE: Farm business operators or managers or others with consent of instructor.

FULFILLS MN TRANSFER CURRICULUM AREA(S): (Leave blank if not applicable)
Area : by meeting the following competencies:
Area : by meeting the following competencies:
Area : by meeting the following competencies:

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: Diploma from 1-6 Farm Business Management Curriculum

LENGTH OF COURSE: 1 Semester

THIS COURSE IS USUALLY OFFERED: Every other year ☐ fall ☐ spring ☐ summer ☐ undetermined ☑

Four goals are emphasized in course at Minnesota West Community & Technical College:

1) ACADEMIC CONTENT:
   a. Define methods of consumer education techniques

2) THINKING SKILLS:
   a. Interpret advantages/ disadvantages of various communication methods
   b. Develop administrative skills

3) COMMUNICATIONS SKILLS:
   a. Explore & develop means of focusing upon crisis communication techniques
   b. Explore and develop public and community relation methods
   c. Define and apply methods & mechanisms of communications
   d. Develop improved written and oral presentations skills
   e. Develop team/project management skills
   f. Apply communication tools and techniques developed in the diploma programs

4) HUMAN DIVERSITY:
TOPICS TO BE COVERED: Crisis communication techniques, methods of consumer education techniques, public and community relation methods, advantages and disadvantages of various communication methods, methods and mechanisms of communications, administrative skills, team/project management skills, and communication tools and techniques.

LIST OF EXPECTED COURSE OUTCOMES: Course emphasis will center on the particular student needs and objectives, while emphasizing media available for communication and effective communication techniques. The course objective being to upgrade and improve communication methods and delivery.

LEARNING/TEACHING TECHNIQUES used in the course are:

- Collaborative Learning
- Student Presentations
- Creative Projects
- Lecture
- Demonstrations
- Lab

This course will be delivered through individual instructional sessions, small group seminars, classroom instruction, or any combination of these.

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

- Reading
- Oral Presentations
- Textbook Problems
- Group Problems
- Other (describe below)
- Tests
- Worksheets
- Papers
- Term Paper
- Individual Projects
- Collaborative Projects
- Portfolio

TEXT: Instructor selected materials which may include various items as employee/employer handbooks, public relations materials, etc. Materials may also include media sources, technological communication tools and equipment.

Each student will contribute a total of 54 hours of effort per credit toward the completion of this course. Instructor will use Farm Business Management Student Assessment Form.

EXPECTED STUDENT LEARNING OUTCOMES: Students will be evaluated on their ability to:

1) Complete the course goals listed above.

The information in this course outline is subject to revision

Veteran Services: Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.

To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.

This document is available in alternative formats to individuals with disabilities by contacting the Student Services Advisor or by calling 800-658-2330 or Minnesota Relay Service at 800-627-3529 or by using your preferred relay service.

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