COURSE OUTLINE

DEPARTMENT: Business COURSE NUMBER: 2242

NUMBER OF CREDITS: 3

COURSE TITLE: Business Communications

CATALOG DESCRIPTION: This course 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.

AUDIENCE: This course is open to all students.

FULFILLS MN TRANSFER CURRICULUM AREA(S): (Leave blank if not applicable)

Area: by meeting the following competencies:

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE:

LENGTH OF COURSE: One semester

THIS COURSE IS USUALLY OFFERED:

Every other year fall x spring summer undetermined

FOUR GOALS ARE EMPHASIZED IN THIS COURSE AT MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE:

1) ACADEMIC CONTENT: The academic objectives of this course are to review and refine English grammar and usage skills, to discuss and implement professional standards for preparing and transmitting effective business messages, and to understand and practice effective strategies for communication used in employment searches.

2) THINKING SKILLS: This course will help students to improve their thinking skills by encouraging them to develop and apply their critical thinking abilities to issues that confront communicators in today’s business environment.

3) COMMUNICATIONS SKILLS: This course will help students improve their oral and written communication skills through grammar exercises, proofreading challenges, and written assignments which will develop and refine their English language skills.
4) HUMAN DIVERSITY: This course will help students recognize, understand, and appreciate human diversity through participation in a dynamic environment. Students will learn to create business documents for a variety of audiences.

TOPICS TO BE COVERED: English Grammar and Vocabulary, Effective Messages, Communication and Technology, E-mails, Job Searches, Resumes, Cover Letters, Interviews, Follow-up Messages, Letters, Proofreading, and a variety of other business subjects.

LIST OF EXPECTED COURSE OUTCOMES: This course will prepare students to communicate more effectively in the workplace. Students will be prepared to compose a variety of business communications using guidelines and practices appropriate for today’s business environment. Successful students will be resourceful and successful at editing their own communication and will understand that effective business communication is an ongoing learning process.

LEARNING/TEACHING TECHNIQUES:
Collaborative Learning Problem Solving
Student Presentations Interactive Lectures
Creative Projects Individual Coaching
Lecture Films/Videos/Slides
Demonstrations Other (describe below)
Lab

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

EXPECTED STUDENT LEARNING OUTCOMES: The student is required to display an understanding of various topics covered throughout the course. Student will demonstrate their proficiency in the topics listed above.

1.) Students will explain the importance of effective business communication.

2.) Students will improve their grammar and vocabulary skills.

3.) Students will demonstrate self-sufficiency in editing their own communications.
4.) Students will be able to prepare cover letters and resumes.
5.) Students will craft messages for electronic media.
6.) Students will practice both written and verbal communication.
7.) Students will be able to select the appropriate communication style for their messages.

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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