MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE
COURSE OUTLINE

Faculty members 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 Academic Affairs and Standards Council.

DEPT.  BUS COURSE NUMBER:  2242

NUMBER OF CREDITS:  3 Lecture:  3 Lab:  0  OJT 0

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.

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: December 2020