

Prepared by the Department of Business

Date of Departmental Approval: January 19, 20107

Date Approved by Curriculum and Programs: February 15, 2017

Effective: Fall 2017

1. Course Number: BUS102

Course Title: Business Communication

2. Course Description

This course is designed to expose the student to a variety of communication modes available to individuals employed in today's business environment. The following major areas are addressed: communication theory, electronic communications in business, oral presentations, ethical practices and written business documents. The importance of accurate communications and the development of language art skills are emphasized. Business communications and formats, including business reports, letters, and memos, are studied.

3. Student Learning Outcomes (Instructional Objectives, Intellectual skills)

Upon successful completion of this course, the student is able to:

- Explain the communication process and basic communication theory.
- Compose accurate and effective business communications.
- Explain the importance of good ethical practice and the need for confidentiality in business.
- Explain the impact of social media in the business environment.
- Explain the impact of cultural differences in the business environment.
- Explain the importance of accuracy in communication and the ramifications of errors.
- Demonstrate skills in the various modes of business communication.
- Demonstrate verbal communication effectively.
- Explain the importance of nonverbal communication.
- Demonstrate the use of various types of electronic communication and storage media appropriate for the business environment.
- Demonstrate the role of reports in the decision-making process.

4. Credits: 3 credits

5. Satisfies General Education Requirement: No

6. Prerequisites: ENL108 (Critical Reading & Thinking) or satisfactory basic skills assessment score and GIT102 (Computer Keyboarding) or 30 wpm

7. Semesters Offered: Fall, Spring

8. Suggested Guidelines for Evaluation:

Grades are based on quizzes, oral presentations, written business documents and final exam.

9. General Topical Outline of the Course:

Students study and master: business communication foundations, the development of business messages, business grammar and usage, written correspondence and report applications, oral and nonverbal communication, and employment communication. Explain the importance of good ethical practices and the need for confidentiality in business.