COURSE OUTLINE

Course Number	Course Title	Credits
BUS209	Business Communications	3

Hours: Lecture/Lab/Other	Co- or Pre-requisite	Implementation Semester & Year
3	ENG101 or equivalent background	Fall 2022

Catalog description: Practical strategies for developing a clear writing style: organizing ideas, choosing effective words, and composing concise paragraphs that make writing clear and persuasive. Includes letters of inquiry, claim, collection, and adjustment as well as resumes and cover letters. Requires oral and written business report.

General Education Category: Not GenEd	**Course coordinator:** Dr. Andrea Lynch, 609-570-3652, lyncha@mccc.edu

Required texts & Other materials:
Book: *Essentials of Business Communication*, by Mary Ellen Guffey& Dana Loewy, Publisher: Cengage
Digital access: *MindTap Business Communication*, Publisher: Cengage
(Contact MCCC bookstore for the bundle purchase and the current edition.)

Course Student Learning Outcomes (SLO):
Upon successful completion of this course the student will be able to:
1. Model effective communication skills including verbal, non-verbal and listening. [Supports ILG #1, 4 and PLO #1, 3]
2. Demonstrate acceptable writing and editing techniques. [Supports ILG #1, 4 and PLO #1, 4]
3. Prepare effective business correspondence. [Supports ILG #1, 4 and PLO #1]
4. Prepare workplace data in formal and informal report formats. [Supports ILG #1, 4, 10 and PLO #1, 2, 5]
5. Analyze effective speaking techniques. [Supports ILG #1, 4, 11 and PLO #, 2]
6. Demonstrate the procedure and prepare the documents for an employment search. [Supports ILG #1, 4 and PLO #1, 4, 5]

Program Learning Outcomes for Business Studies AAS Program (PLO)
1. Use effective verbal and written communication in conducting business;
2. Analyze/resolve problems common to entry-level business positions;
3. Apply management skills in a variety of business functions;
4. Identify unethical behavior in a business setting and formulate appropriate action;
5. Acquire computer literacy and exposure to hardware, software, networking, databases, and ethical issues;

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Units of study in detail – Unit Student Learning Outcomes:

Unit 1   Effective Communication Skills [Supports Course SLOs #1]
Learning Objectives
The student will be able to:
- Describe the importance of becoming an effective business communicator in today's changing workplace.
- Explain the process of communication.
- Discuss the effects of changing markets, work practices, and workforce.
- Analyze nonverbal communication and explain techniques for improving nonverbal communication.
- Identify barriers to effective listening and techniques to become an active and effective listener.

Unit 2   Writing Techniques [Supports Course SLOs #2]
Learning Objectives
The student will be able to:
- Create messages that spotlight audience benefits and cultivate a "you" attitude.
- Explain the need for inclusive language, plain expression, and familiar words.
- Identify technology used to improve business writing.
- Contrast formal and informal methods of researching data and generating ideas for messages.
- Compare direct and indirect patterns for organizing ideas.
- Distinguish components of complete and effective sentences.
- Understand the difference between revision/editing and proofreading.
- Revise messages to achieve concise and effective wording.
- Describe effective techniques for proofreading routine and complex documents.

Unit 3   Business Correspondence [Supports Course SLOs #3]
Learning Objectives
The student will be able to:
- Write e-mail messages and memos that: provide instruction/directions, make requests, and respond to other documents.
- Write direct letters and goodwill messages.
- Write persuasive messages.
- Write bad-news messages.

Unit 4   Reporting on Data [Supports Course SLOs #4]
Learning Objectives
The student will be able to:
- Define report problems.
- Use appropriate source documentation methods.
- Analyze data for reports.

- Write a formal business report.

Unit 5   Speaking Techniques [Supports Course SLOs #5]
Learning Objectives
The student will be able to:
- Discuss improving face-to-face workplace communication.
- Specify procedures for promoting positive workplace relations through conversation.
- Review techniques for offering constructive criticism on the job, responding professionally to workplace criticism, and resolving workplace conflicts.
- Identify ways to polish your telephone skills, including traditional phones and cell phones.
- Discuss procedures for planning and participating in productive business and professional meetings
- Outline the important steps in preparing an effective oral presentation.
- Explain the major elements in organizing the content of a presentation.
- Specify delivery techniques for use before, during and after a presentation.

Unit 6   Employment Search [Supports Course SLOs #6]
Learning Objectives
The student will be able to:
- Compare and contrast chronological, functional, and combination resumes.
- Organize and format the parts of a resume to produce a persuasive product.
- Identify techniques that prepare a resume for computer scanning, posting at a website, faxing, and e-mailing.
- Write a persuasive job application letter.
- Explain how to prepare for employment interviews.
- Write follow-up letters and other employment messages.

Evaluation of student learning:

Written Assessment (Homework, Quizzes, Tests) 50%
Discussion Forums/Participation 15%
Business Reports 20%
Oral Presentation 15%