I. Catalog Description and Credit Hours of Course:

Strategies and skills for effective writing and speaking in business organizations. (3 credit hours)

II. Prerequisites: Grade of “C” or better in EN140. Strongly recommend completion of AD101.

III. Purposes or Objectives of the Course:

Upon completion of this course, the student should be able to

A. Demonstrate competency in the fundamentals of business writing, reporting, and research.

B. Demonstrate competency in oral and interpersonal communication including one-on-one, small-group communication, and public presentation.

C. Demonstrate understanding of the rudiments of intercultural communication.

D. Demonstrate understanding of legal and ethical issues confronting business communicators.

E. Use business communication technology.

IV. Student Learning Outcomes:

Upon completion of this course the students will be able to:

A. demonstrate research applications and write an effective short functional report.

B. create a professional PowerPoint on a business topic.

C. write a professional and effective “Good News Letter.”

V. Expectations of Students:

Active, informed class participation. Library and Internet research and computer access for completion of written assignments.

VI. Course Content or Outline:

A. Overview of communication in business
   1. Communication and organizational effectiveness
   2. Perception and conception
   3. Formal and informal communication systems
   4. Communication networks and communication technology

B. Intercultural communication
   1. Taken-for-granted assumptions
   2. Cultural foundations (values, religion, patterns for decision-making)
   3. Profiles of diverse cultures
   4. Communicative implications for managers
C. Effective business writing
   1. Style, word-usage, organization, mechanics, and form (including electronic mail with attached documents) for specific objectives
   2. Primary and secondary research for business report-writing including electronic databases
   3. Revising and proofreading
   4. Writing for maximum effect; using language checkers

D. Employment-Process Communication
   1. Cover letter, resume, follow-up
   2. On-line resume submittal forms
   3. Interviewing skills (interviewer and interviewee)
   4. Listening skills

E. Public presentation
   1. Audience analysis
   2. Research
   3. Organization of presentation
   4. Delivery of presentation
   5. Nonverbal communication (including business etiquette and protocol)

F. Legal and ethical considerations for business communicators
   1. Equal employment opportunity
   2. Invasion of privacy
   3. Misrepresentation and fraud
   4. Ethical perspectives and their implications for responsible communication

VII. Textbook and/or Other Required Materials:


VIII. Basis for Student Evaluation:

A. Written and oral assignments contributing to the attainment of course objectives (formal, researched business report included).

B. Examinations