

Northwest Arkansas Community College
Business & Computer Information Systems Division

Discipline Code

OSIM

Course Number

1103

Course Title

Business Communications

Catalog Description

(F, S, SUM) A presentation of the principles of effective oral and written communications. Provides a discussion of verbal and nonverbal communication, resume and interview preparation, business letter writing, dictation skills, business reports, presentations and case studies. Prerequisites: CISQ 1103. (Outside lab time will be required).

Prerequisites

CISQ 1103-Intro to Computer Information

Credit Hours

3 credit hours

Contact hours

45 lecture/lab contact hours

Load hours

3 load hours

Semesters Offered

Fall, Spring, Sum

ACTS Equivalent

BUSI 2013

Grade Mode

A-F

Learning Outcomes

Students completing this course will:

- Explain the essential components of the communication process.
- Distinguish appropriate from inappropriate aspects of written business messages.
- Explain the qualities and contents of a successful resume and letters of employment
- Demonstrate skills for an effective job interview.
- Distinguish appropriate from inappropriate aspects of written business messages.
- Compose three main types of effective business letters (direct, indirect, and persuasive)
- Prepare an informal business report.
- Deliver a brief oral presentation.
- Use the Internet to research relevant topics.
- Compose bias-free documents.
- Recognize the importance of cultural diversity in the workplace.
- Recognize the importance of international business etiquette.
- Solve cases using real life business situations.
- Identify barriers to effective multicultural communication and demonstrate ways to overcome these barriers.
- Effectively demonstrate a knowledge of modern technology as it relates to communication

General Education Outcomes Supported

- Students can write clear, coherent, well-organized documents, substantially free of errors.
- Students develop effective oral communication skills.

Standard Practices

Topics

- Listening skills
- Nonverbal communication
- Oral presentations
- Improving basic grammar skills
- Composing business letters and reports
- Job search skills (resumes, application letters, interviewing, etc.)

Learning activities

- Textbook assignments to gain a better understanding of business communications.
- Create and present an oral presentation.
- Team building activities covering listening skills and/or nonverbal communication.
- This course requires additional work that may need to be completed out of class or in a virtual or on-campus lab.

Assessments

The final is a comprehensive Capstone project. The Capstone will cover a select number of the core learning outcomes (i.e. job search skills), in as much that the instructor will provide a job search laboratory for the students to participate.

Grading guidelines

A traditional grading scale will be used, and students will be evaluated based on their combined performance on:

- homework assignments (textbook)
- exams and/or chapter reviews
- presentations
- capstone project (final)