MASTER COURSE OUTLINE

A. BUSA 2041 Business Communications

B. COURSE DESCRIPTION:

This course is designed to assist business students in developing professional written and oral communication skills. Course content includes a review of English fundamentals in grammar, business correspondence, and communication fundamentals. Topics include writing effective letters of request, response, sales, credit and collections, claims and adjustments; electronic communications; business memos; business reports; and job applications and résumés. Quality, appearance, style, and tone are stressed along with correct format and proper use of punctuation and grammar. Individual and group reports on business topics are assigned.
(3 Cr – 3 lect, 0 lab)

C. ** Core Themes: <u>Critical Thinking and Communication</u>

D. RIVERLAND INSTITUTIONAL LEARNING OUTCOMES:

This course addresses the following Riverland Institutional Learning Outcome(s):
☒ ILO 1: critical thinking *(Core Theme Goal 2)*
☐ ILO 2: awareness of the larger global community *(Core Theme Goal 7 or 8)*
☐ ILO 3: ethical, engaged citizenship *(Core Theme Goal 9 or Goal 10)*
☒ ILO 4: communication and collaboration *(Discipline Goal 1 and by any learning outcome(s) involving communication or collaboration)*

E. MAJOR CONTENT AREAS:

- Communication Foundations
  o Communication process
  o Developing better listening skills
  o Understanding how culture affects communication
  o Grammar review
- Developing Writing Skills
  o Writing for business audiences
  o Improving writing techniques
  o Revising, proofreading, and improving business messages
- Preparing Routine Business Messages
  o Memorandums
  o E-mail
  o Routine business letters—requests, claims, responses

- Writing Negative, Persuasive, and Special Messages (direct and indirect patterns)
  - Refusal
  - Bad news
  - Sales letters
  - Goodwill messages
- Formal and Informal Reports and Proposals
- Oral Presentations and Communications
- In Person Communications—telephone and meeting
- Employment Communications
  - Résumés
  - Letters of application and follow-up
  - Interviews

F. GOAL TYPE, OBJECTIVES, AND OUTCOMES:

GOAL	OBJECTIVES Students will be able to	OUTCOMES The student will successfully
**Critical Thinking	analyze the logical connections among the facts, goals, and implicit assumptions relevant to a problem or claim; generate and evaluate implications that follow from them.	1. demonstrate ability to analyze business problems or scenarios. 2. create appropriate communications for business scenarios. 3. demonstrate mastery of concept through e-folio documents.
**Communication	demonstrate the writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.	1. create appropriate communications for business scenarios.
**Communication	select appropriate communication choices for specific audiences.	1. select appropriate communication style for business scenarios.
**Communication	employ syntax and usage appropriate to academic disciplines and the professional world.	1. create communications that incorporate appropriate language arts skills.
CS	identify the communication process and how to be more effective in communications.	1. apply the communication process and effective communications to business scenarios.
CS	compose effective business correspondence including letters, e-mails, memos, and reports.	1. create appropriate effective business correspondence for business scenarios.
CS	communicate in a clear, courteous, concise, and correct manner on a personal and professional level.	1. analyze and evaluate business scenarios and communicate in a clear, courteous, concise and correct manner.
CS	identify appropriate oral communication skills for independent and small group situations and prepare oral presentations.	1. evaluate, select, and apply appropriate business communication principles to business scenarios. 2. develop oral presentation for business scenarios.

CS	apply practical and ethical business communication principles to composition and delivery of typical business messages.	1. evaluate, select, and apply appropriate business communication principles to business scenarios. 2. develop appropriate business documents for business scenarios.
CS	recognize how culture influences communications.	1. describe how culture influences communications.
CS	analyze how to modify communication behavior to overcome interpersonal barriers and organizational inefficiencies.	1. research ways to modify communication behavior. 2. evaluate, select, and apply appropriate communication behavior for business scenarios.
CS	develop personal skills, abilities, aptitudes and personal strengths as they relate to career preparation.	1. assess and analyze individual talents, values, personal characteristics, and interests as they relate to career objectives. 2. assess transferrable competencies and job-specific skills related to career and job options. 3. assess personal strengths and weaknesses in relationship to career development. 4. match personal strengths to appropriate jobs and careers to maximize career potential.
CS	develop strategies to make an effective transition from school to career.	1. demonstrate ability to research prospective employers and jobs using available resources (e.g. print media, on-site and telephone interviews, job shadowing, internships, job fairs, and Internet). 2. demonstrate ability to prepare and transmit persuasive resumes and job search documents that meet business standards. 3. demonstrate mastery of concept through e-folio documents.

G. SPECIAL INFORMATION:

This course may require use of the Internet, the submission of electronically prepared documents and the use of a course management software program. Students who have a disability and need accommodations should contact Accessibility Services at the beginning of the semester. This information will be made available in alternative format, such as Braille, large print, or current media, upon request.

TECHNICAL SKILLS REQUIREMENT: Ability to use application software; create and format documents; prepare digital media; download, save and upload assignment files; manage assignment files; send and receive e-mail from College e-mail account; conduct Internet research, and use of a course management software program.

H. COURSE CODING INFORMATION:

   Course Code H/Class Maximum 30; Letter Grade.

   Revision date: 10/28/15; 11/01/17; 04/04/23
   AASC Approval date: 12/15/15; 11/21/17; 05/02/23

*Riverland Community College Disciplines	MnTC Goal Number
Communication (CM)	1
Natural Sciences (NS)	3
Mathematics/Logical Reasoning (MA)	4
History and the Social & Behavioral Sciences (SS)	5
Humanities and Fine Arts (HU)	6

**Riverland Community College Core Themes	MnTC Goal Number
Critical Thinking (CT)	2
Human Diversity (HD)	7
Global Perspective (GP)	8
Ethical and Civic Responsibility (EC)	9
People and the Environment (PE)	10

*These five MnTC Goals have been identified as Riverland Community College Disciplines.
** These five MnTC Goals have been identified as Riverland Community College Core Themes.
NOTE: The Minnesota Transfer Curriculum "10 Goal Areas of Emphasis" are reflected in the five required discipline areas and five core themes noted in the Riverland Community College program of study guide and/or college catalog.