

## BUSINESS COMMUNICATION 305 COURSE GUIDE

### Business Communication

*Text: English and Communication for Colleges, 3<sup>rd</sup> edition -- Henson, Carol and Thomas L. Means*

Primary Objective: To improve the students' business communication skills, with the primary emphasis on written communication.

Specific Learning Standards emphasized in this course include:

*Communication Skills* – Uses standard English grammar in written communication, including memorandums, letters, and reports.

*Technological Proficiency* – Demonstrates knowledge and use of current technology for problem solving, including word processing software and internet applications.

*Professional Skills* – Demonstrates ability to adapt to diverse organizational environments and situations, including workplace cultures and expectations.

#### Course Specifics:

Writing and reading assignments will be given on a regular basis (please reference the Business Communication 305 Syllabus and the Business Communication 305 Reading Assignments handout).

It will be necessary that the student have access to a computer that will enable her/him to either download or access [www.blackboard.latech.edu](http://www.blackboard.latech.edu). Most handouts and assignments will be “posted” via Blackboard, and the student should be able to print these handouts and assignments on a daily basis.

Printed documents (composed and later keyboarded by the student via a word processing package) will be required of the students on a weekly basis.

Two major objective examinations (a midterm examination and a final examination) will constitute approximately 40 percent of the student's grade. In-class and out-of-class writing assignments will constitute approximately 40 percent of the student's grade, and daily or weekly tests/quizzes will constitute the remaining 20 percent of the student's grade.

#### Outline and Guide Description:

The following indicates the learning objectives in each chapter that should be given the most emphasis in lecture, problem assignments, and testing. Other learning objectives may be covered at the instructor's discretion. Required Coverage of Chapters: 1, 4, 7, 2, 5, 6, 9, 3, 14

<i>Chapter #</i>	<i>Chapter Title</i>	<i>Learning Objectives to be Emphasized</i>
1	Communicating in the World of Business	After completing this unit, the student should have a better understanding of and a demonstrated proficiency in recognizing <ul style="list-style-type: none"><li>• the importance and roles of business communication in her/his life</li><li>• the different forms of communication, the responsibilities of participants, and barriers to effective communication</li><li>• the impact and effective uses of electronic communication in the business world</li></ul>

4	Employing the Mechanics of Effective Writing	<p>After completing this unit, the student should have a better understanding of and a demonstrated proficiency in applying</p> <ul style="list-style-type: none"> <li>• the effective use of punctuation in business correspondence</li> <li>• the correct application of commas, semicolons, colons, hyphens, dashes, parentheses, abbreviations, capitalization, and number expression</li> </ul>
7	Writing Letters to Your Clients and Customers	<p>After completing this unit, the student should have a better understanding of and a demonstrated proficiency in</p> <ul style="list-style-type: none"> <li>• selecting order and formatting of business correspondence</li> <li>• writing letters with a neutral, positive, or negative message</li> </ul>
2	Communicating in a Diverse Workplace	<p>After completing this unit, the student should have a better understanding and improved appreciation of</p> <ul style="list-style-type: none"> <li>• cultural differences at home and abroad</li> <li>• effective cross-cultural communication</li> <li>• how to avoid negative triggers</li> </ul>
5	Writing with Style	<p>After completing this unit, the student should have a better understanding of and a demonstrated proficiency in</p> <ul style="list-style-type: none"> <li>• planning and organizing messages</li> <li>• choosing words</li> <li>• creating vigorous sentences</li> <li>• building strong paragraphs</li> <li>• editing and proofreading business correspondence</li> </ul>
6	Writing Memos and E-mail	<p>After completing this unit, the student should have a better understanding of and a demonstrated proficiency in the</p> <ul style="list-style-type: none"> <li>• uses of internal documents</li> <li>• formatting and writing of effective internal documents</li> <li>• abuses of internal documents</li> </ul>
9	Writing Technical Communications	<p>After completing this unit, the student should have a better understanding of and a demonstrated proficiency in</p> <ul style="list-style-type: none"> <li>• writing to instruct</li> <li>• writing to describe</li> <li>• writing to persuade</li> </ul>

3	Writing with Descriptive Language	After completing this unit, the student should have a better understanding and improved appreciation of <ul style="list-style-type: none"><li>• the importance of the correct use of descriptive language in the preparation of business communication</li><li>• the effective application of correct grammar, syntax, and mechanics in business correspondence</li></ul>
14	Preparing Resumes and Cover Letters	After completing this unit, the student should have a better understanding of and a demonstrated proficiency in <ul style="list-style-type: none"><li>• analyzing her/himself for the job market</li><li>• writing an effective presentation resume, scannable (ASCII) resume, and e-resume</li><li>• composing a well-prepared letter of application</li></ul>