

BUS 2033 – BUSINESS COMMUNICATION

Course Description: Business Communications is a survey course of communications skills needed in the business environment. Course content includes writing memoranda, letters, reports, resumes, and electronic messages; delivering oral presentations; and developing interpersonal skills. Critical thinking and problem solving skills are emphasized. Development of these skills is integrated with the use of technology.

Course Competencies:

After completing Business Communications, the student should be able to:

1. Demonstrate basic language skills in grammar, spelling, punctuation, capitalization, number usage, and sentence structure.
2. Exhibit advanced communication techniques including skillful use of words, parallelism, emphasis, unity, tone and style.
3. Communicate in a concise, clear, straightforward language.
4. Develop problem-solving and critical-thinking skills by analyzing business problems, resulting in functional business documents: memoranda, letters, and reports.
5. Strengthen reading and analytical skills by studying inductive and deductive strategies, as well as comparing effective and ineffective business documents.
6. Demonstrate that they are perceptive and skillful communicators and that they have the interpersonal, listening, and speaking skills necessary in both independent and collaborative situations.
7. **Apply functional and flexible communication skills within an expanding business environment constantly affected by international, ethical, and diversity needs.**
8. Integrate electronic elements in the oral and written communication process.
9. Identify important aspects of and develop materials for the job-search process.

Note: This sample syllabus is being provided in order to give general knowledge of the subject and should not be considered the sole outline of the course. Class format, assignments, and due dates may vary by professor.