



Business Communications

Course Summary:

In this course, you will explore business communication, including letters, memos, electronic communication, written reports, oral presentations, and interpersonal communication. Resumes, application letters, interviewing tips, and employment follow-up are also covered. By the end of the course, you will be able to:

- Evaluate elements of effective business communication
- Explain barriers that can create ineffective communication
- Analyze ethical issues related to communication
- Examine how technology has impacted business communications
- Explain the importance of intercultural communication in the business setting
- Apply knowledge of effective business communication

Course Outline

- 1. Introduction to Business Communication (L)**
 - Explain how effective communication is achieved
 - List communication barriers
 - Examine tools used for effective business communication
- 2. Working in Teams (L)**
 - Describe the characteristics of effective teams
- 3. Listening and Nonverbal Communication (L)**
 - Recognize elements of a successful business meeting
 - Describe the listening process
 - Recognize barriers to effective communication
 - Identify categories of nonverbal communication
- 4. Communicating Across Cultures (L)**
 - Discuss the challenges of communicating across cultures
 - Discuss intercultural sensitivity
 - Identify communication approaches to communicating across cultures
 - Describe how language barriers can be overcome
- 5. Composing a Business Message (L)**
 - Develop a written message using the steps in the writing process
 - Write an effective business message
- 6. Completing a Business Message (L)**
 - Explain how a business message can be sent successfully electronically
 - Formulate a business message using successful design characteristics
- 7. Communicating Routine Information (L)**
 - Produce a routine business message
 - Develop a response to a business message
 - Discuss approaches for conveying positive messages
- 8. Communicating Bad News (L)**

- Discuss approaches for conveying bad news
 - Evaluate methods used to send bad news messages
 - Describe the types of bad news messages
 - Write an effective bad news message
- 9. Persuasive Communications (L)**
- Describe methods used to send persuasive messages
 - Identify strategies for developing a persuasive business message
 - Apply effective writing skills in producing a persuasive message
- 10. Introduction to Business Reports and Proposals (L)**
- Identify types of business reports and proposals
 - Demonstrate the ability to conduct and analyze research
- 11. Composing Business Reports and Proposals (L)**
- Identify parts of a business report or proposal
 - Produce a business report
 - Develop effective visual aids for a business proposal
- 12. Formal Reports and Proposals (L)**
- Critique a formal report
 - Identify parts of a formal report
 - Explain the purpose of a formal proposal
- 13. Oral Presentation Skills (L)**
- Demonstrate knowledge regarding audience awareness
 - Write an oral presentation
- 14. Creating Visuals and Completing Oral Presentations (L)**
- Develop appropriate visual aids for an oral presentation
 - Write an oral presentation
- 15. Résumé Writing (L)**
- Explain the importance and elements of appropriate follow-up messages
 - Create a résumé
 - Write an application letter
- 16. The Employment Interview (L)**
- Discuss types of interviews
 - Explain the importance and elements of appropriate follow-up messages
 - Create samples of appropriate follow-up messages
- 17. Business Communications Course Review (L)**
- Review lesson objectives
 - Review key terms
 - Review Interactive Presentations
 - Utilize Study Guides
 - Review Career One Stop website
- 18. Business Communications Final Exam (L)**