

Business Communications

BUSH043057

Credits: 0.5 units / 5 hours

Course Description

This course will discuss workplace communications, including speeches, presentations, office etiquette, business letters, emails, resumes, job applications, etc. Students will learn how to present themselves effectively in formal situations and learn real-life skills that will help them succeed in the business world.

Graded Assessments: 5 Evaluations, 2 Projects, 3 Proctored Progress Tests

Course Objectives

When you have completed this course, you should be able to:

1. Describe effective business communication
2. Understand the three-step writing process for business messages
3. Distinguish between the requirements for positive, negative and persuasive messages
4. Identify and overcome barriers to communication
5. Participate in effective team and collaborative communication
6. Discuss the opportunities and challenges of intercultural communication
7. Listen effectively
8. Communicate well through nonverbal channels
9. Select and correctly use the appropriate electronic media for business communication
10. Explain how to adapt and select effective words and writing style for your business communications
11. Conduct business research and evaluate its credibility when used in business communications
12. Plan, adapt and write business reports and proposals to your audience
13. Describe how use visual effects and graphics to enhance presentations
14. Plan an oral and online presentation
15. Prepare for a successful job interview
16. Communicate effectively in a professional, as well as personal, relationships

Course Outline

Unit 1: The Foundations of Communication

Lesson 1: Succeeding through Business Communication

Lesson 2: Team Skills and interpersonal Communication

Lesson 3: Communication and Diversity
Unit 1 Evaluation

Unit 2: Planning, Writing and Completing Business Messages

Lesson 4: Planning Business Messages
Lesson 5: Writing Business Messages
Lesson 6: Completing Business Me
Lesson 7: Using Digital Media in Business Messages
Unit 2 Evaluation
Progress Test 1

Unit 3: Writing the Message to Match the Situation

Lesson 8: Writing Routine and Positive Messages
Lesson 9: Writing Negative Messages
Lesson 10: Writing Persuasive Messages
Unit 3 Evaluation
Project 1

Unit 4: Communicating Through Reports and Proposals

Lesson 11: Finding, Evaluating, and Processing Information
Lesson 12: Planning Reports and Proposals
Lesson 13: Writing Reports and Proposals
Unit 4 Evaluation
Progress Test 2

Unit 5: Presentations & Employment Communication

Lesson 14: Designing Visual Communication
Lesson 15: Building Careers and Writing Résumés
Lesson 16: Applying and Interviewing for Employment
Unit 5 Evaluation
Project 2
Review for Progress Test 3

Required Textbook

(available through Follett virtual bookstore at <http://highschool.nebraska.bkstr.com>)

Business Communication Today. Fourteenth Edition. Bovée, Courtland L. and John V. Thill. New York: Pearson Education, 2018. ISBN 139780134551654