

LABETTE COMMUNITY COLLEGE BRIEF SYLLABUS

SPECIAL NOTE:

This brief syllabus is not intended to be a legal contract. A full syllabus will be distributed to students at the first class session.

TEXT AND SUPPLEMENTARY MATERIALS USED IN THE COURSE (if any):

Please check with the LCC bookstore <http://www.labette.edu/bookstore> for the required texts for this class.

COURSE NUMBER: BUAD 110

COURSE TITLE: BUSINESS COMMUNICATIONS

SEMESTER CREDIT HOUR: 3

DEPARTMENT: Business Administration

DIVISION: General Education

PREREQUISITE: None (English skills are recommended).

REVISION DATE: December 2012

COURSE DESCRIPTION:

Study and development of the skills and knowledge necessary for effective business communications (verbal, written, and nonverbal), and the application of these skills and knowledge in solving business communication problems.

COURSE OUTCOMES AND COMPETENCIES:

Students who successfully complete this course will be able to:

1. Demonstrate an understanding of communication fundamentals as related to business.
 - Explain the importance of communication to business.
 - Analyze business communication situations and select appropriate communication types based on purpose and audience.
 - Describe the main forms of communication – verbal and nonverbal, formal and informal – used in business.
 - Exhibit professionalism and proper business etiquette.
 - Examine and describe cross-cultural and ethical communication in the workplace.
 - Describe the importance of correctness (grammar, spelling, punctuation, etc.) in business writing.

2. Demonstrate effective business writing skills.

- Select appropriate types of communications for business situations.
- Adapt messages to audience and purpose.
- Follow the basic techniques of developing effective business messages--planning, drafting, and revising.
- Find, analyze, and organize outside resources, and incorporate those resources using appropriate documentation.
- Use appropriate technologies to create documents and messages that are professional and appropriate to business situations.
- Write effective emails, memos, letters, proposals, and reports.
- When appropriate, incorporate effective textual and visual graphics.
- Perform a job search and write appropriate and effective job search documents.
- Proofread documents for accuracy, readability, and usability.

3. Demonstrate effective collaborative communication appropriate to the workplace, both oral and written.

- Describe the techniques necessary to be an effective participant in meetings, including active listening.
- Work effectively to write collaborative documents.
- Plan and orally deliver a team presentation using technology.