

COURSE OUTLINE

BMGT-175

Business Communications

3 Credits

HOWARD COMMUNITY COLLEGE

Course Description

Communication skills are vital to the success of any employable person in today's competitive organizational environment. Those able to communicate an idea through interpersonal communication, technology, and writing will be better prepared to conduct themselves properly in an organizational setting. This course encompasses four primary facets of business communication applicable to any employment setting: business writing, interpersonal business communication, business etiquette and professionalism, and business communications utilizing technology. Students will be immersed in the business writing process, thus enabling them to plan, design, and ultimately author a number of documents applicable to today's organizational environment. Students will compose cover letters, resumes, thank you letters, and job acceptance letters in preparation for the job search process. Students will also learn how to function cohesively and communicate as a team through delivering a persuasive group presentation. Finally, course members will learn how companies leverage technology, such as web applications, social media, and other tools to better communicate internally as well as with customers. By the completion of this course, students will also maintain a firm understanding of the nuances of business etiquette, both domestically and internationally. (3 hours weekly) NOTE: Also listed as SPCH-175.

Statement on General Education and Liberal Learning

A liberal education prepares students to lead ethical, productive, and creative lives and to understand how the pursuit of lifelong learning and critical thinking fosters good citizenship. General education courses form the core of a liberal education within the higher education curriculum and provide a coherent intellectual experience for all students by introducing the fundamental concepts and methods of inquiry in the areas of mathematics, the physical and natural sciences, the social sciences, the arts and the humanities, and composition.

Overall Course Objectives

Upon successful completion of this course, the student will be able to:

1. Analyze the business writing process.
2. Construct the essential written documents needed when applying for a job.
3. Determine which written business correspondence is appropriate for specific business situations and how to effectively develop them.
4. Design and give various types of business presentations in numerous business environments with or without supporting tools.
5. Communicate and participate in a team setting.
6. Use common business communication technologies to communicate and to market including social media.
7. Communicate using business-meeting protocol and the skills required by networking.
8. Practice the rules and formalities of company meetings including lunch/dinner etiquette and the selection of appropriate attire.
9. Demonstrate active listening skills by objectively restating, in his/her own words, material which has been verbally transmitted.
10. Demonstrate the physical ability to speak effectively so that the receiver(s) can understand including diction, pronunciation, enunciation, pace, pitch and volume.

11. Communicate an abstract or concrete idea so that the receiver(s) clearly perceives the intended message.
12. Effectively deliver a formal oral presentation in front of a group.
13. Demonstrate the ability to communicate using appropriate language.

Major Topics

- I. Business Writing
 - a. Brief Grammar and Punctuation Review
 - b. The Business Writing Process
 - c. Job Search Documents
 - d. Business Correspondence
 - e. Reports and Proposals
- II. Interpersonal Business Communication
 - a. Working in Teams
 - b. Business Presentations
 - c. Persuasive Presentations
 - d. Business Meetings
 - e. Professional Networking
 - f. Desk-Side Briefings/Interview
- III. Business Etiquette and Professionalism
 - a. Business Meeting Protocol
 - b. Business Attire
 - c. Business Lunch/Dinner Etiquette
 - d. Body Language in Business
 - e. Other Business Functions
- IV. Business Communications using technology
 - a. Present Day Communication Tools
 - i. Skype
 - ii. Instant Messenger
 - iii. Text Messaging SMS/MMS
 - b. Online Marketing and Advertising
 - i. Search Engine Optimization
 - ii. Online Advertising
 - c. Press Releases and Publicity
 - d. Social Media Websites

Course Requirements:

Grading/exams: Specific assignments and procedures for evaluating student performance in the class (i.e. grading) will be described in the individual class syllabus, but may include: in-class presentations, extensive written assignments, team exercises, tests/quizzes, and case studies.

Other Course Information

This course serves as a Humanities core course and a Business elective and fulfills the Oral Communications elective.