

I. COURSE INFORMATION

- A. Business 261 Business Communications
- B. 3 credit hours
- C. Guffey, Mary Ellen and Dana Loewy. *Business Communication: Process and Product*. 9th ed. Kentucky: Cengage, 2018
- D. Prerequisites: None

II. COURSE DESCRIPTION

This course is designed to provide students with the understanding of communications in business and to develop the ability to communicate ideas and thoughts in oral and written communications. Major emphasis will be on the skills involved in letter writing, covering fundamental English grammar, and paragraph construction. Business letter styles, letter construction, and letter organization will be presented for various types of business letters.

III. LEARNING OUTCOMES

- A. Prepare for employment by applying successful job searching techniques
- B. Professionally organize qualifications for effective resume segments
- C. Explain the importance of aspects of job interviews and methods to obtain applied position

IV. MAJOR CONTENT AREAS

- A. Business correspondence
- B. Written reports
- C. Employment communication

V. ASSIGNMENTS (may include but are not limited to)

- A. Class project
- B. Presentations
- C. Writing improvement exercises
- D. Unit reflections
- E. Interview project (cover letter, resume, reference page & interview)

VI. EVALUATION METHODS (may include but are not limited to)

- A. Assignments
- B. Participation
- C. Projects
- D. Quizzes
- E. Exams