

BUSI 110 : Fundamentals of Business Communication

The course is designed to study principles, elements, and practices underlying effective business communication. The course focuses on approaches for planning, creating, and transmitting business information within a variety of business situations found in the global marketplace.

Credits 3

Prerequisites

(LIBR 150 may be taken concurrently).

Prerequisite Courses

ENGL 111

LIBR 150

Course Outcomes

After successfully completing the course, the learner will be able to:

- Demonstrate an increase in understanding of the communication process, theories, and concepts as applied to business communication through textbook readings and course assignments.
- Recognize and adopt written business communication skills through successful completion of professional e-mail messages, memos, business letters, and reports.
- Recognize and foster interpersonal and group communication skills through active participation in classroom group activities and assignments.
- Demonstrated skills and understanding of the professional uses of technology in business communication today.
- Demonstrate analytical skills in international and cross-cultural business communication and awareness of challenges required for successful communication in global organizations.
- Recognize and able to appreciate an ethical approach for roles as business communicators through case discussions of business dilemmas and problems.
- Practice and refine technical skills in areas such as grammar, mechanics, and the documentation of source materials.
- Analyze communication situations and audiences to make choices about the most effective and efficient way to communicate and deliver messages.
- Demonstrate through proofreading and editing an awareness of the difference between a working draft and a polished version of an essay while demonstrating an awareness of the ongoing nature of the writing process.
- Conduct research that includes the use of electronic library resources and the Internet; use the results of that research to complete written and oral reports
- Deliver effective business presentations in contexts that may require either extemporaneous or impromptu oral presentations

Competency

Communications