Course Description

Teaches techniques of oral and written communications. Emphasizes writing and presenting business-related materials. Lecture 3 hours per week.

General Course Purpose

This is a course designed to meet the challenge of integrating written and oral communication in a high-technology business environment.

Course Prerequisites/Co-requisites

Ability to write and read at the college level.

Course Objectives

Upon completing the course, the student should be able to:

- Write clear, concise, and grammatically correct language while employing appropriate formats in business letters, memorandums, reports, electronic messages, proposals, and other business correspondence.
- Speak correctly and concisely addressing an audience, telephone callers, visitors, coworkers, and others.
- Explain how culture affects communication and describe methods to improve intercultural communication.
- Understand the importance of professional behavior, business etiquette, and ethics.
- Demonstrate effective telephone skills and proper cell phone and voice mail etiquette.
- Develop skill in designing and using visual aids, handouts, and multimedia presentation materials.
- Demonstrate effective verbal and nonverbal techniques and delivery in a nonthreatening, supportive environment.
- Develop or improve the ability to select, organize, and delivery information in businesslike and professional presentations.
- Develop or improve the ability to listen; to contribute to team performance; to plan and participate in productive meetings; to use collaborative techniques; to understand and employ nonverbal skills to advance your career; to work in diverse environments, and to join a competitive edge with professionalism and business etiquette skills.

Major Topics to be Included

- Organizing written and oral communication
- Applying mechanics of style, punctuation, and sentence structure in writing; for example, correct use of punctuation.
- Specific applications in writing business memorandums, letters, and other professional documents.
- Ethics and Business Etiquette
- Addressing different audiences correctly and concisely.