COMMON COURSE OUTLINE: Course discipline/number/title: BTEC 2220: Business Communications

A. CATALOG DESCRIPTION
1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): None
4. Co-requisites (Course discipline/number): None
5. MnTC Goals (if any): NA

This course provides the student with an introduction to theory-based principles of both oral and written communication utilized in business. Emphasis is placed upon grammatically correct, professionally formatted business documents, and e-appropriate tone and method of communication.

B. DATE LAST REVISED (Month, year): November, 2014

C. OUTLINE OF MAJOR CONTENT AREAS:
1. Principles of communication, both oral and written
2. Methods of communication based on the recipient and/or audience.
3. Creating and revising clear and concise documents to be used for internal and external business correspondence
4. Different communication frameworks and structures.

D. LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Identify appropriate strategy and tone of communication based on the recipient.
2. Determine the form of communication based on the recipient and/or audience.
3. Create clear, concise, well-organized written business documents that coincide with the purpose and tone.
4. Utilize direct and indirect patterns of idea organization.
5. Write grammatically correct internal/external business documents such as demonstrative, persuasive, informative, assertive and instructional.
6. Convey informational content in a professional verbal presentation.
7. Recognize common ethical traps and issues; avoid litigation traps.
8. Demonstrate and improve proofreading skills and evaluate written messages.
9. Apply writing process to persuasive messages, negative messages, and positive messages.

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:
1. Instructor-determined examinations
2. Presentations
3. Class assignments/activities

G. RCTC CORE OUTCOME(S) ADDRESSED:

- Communication
- Critical Thinking
- Global Awareness/Diversity
- Civic Responsibility
- Personal/Professional Accountability
- Aesthetic Response

H. SPECIAL INFORMATION (if any):
Normal fees that are charged for other computer classes and for online classes.