

Course discipline/number/title: AOP 2220: Business Communications

- A. CATALOG DESCRIPTION
1. Credits: 3
  2. Hours/Week: 3
  3. Prerequisites (Course discipline/number): ENGL 1630 or ENGL 1117
  4. Other requirements: None
  5. MnTC Goals (if any): None
- B. COURSE DESCRIPTION: 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 appropriate tone and method of communication.
- C. DATE LAST REVISED (Month, year): May 2019
- D. OUTLINE OF MAJOR CONTENT AREAS:
1. Principles of verbal, non-verbal, and written communication
  2. Methods of communication based on the recipient and/or audience
  3. Clear and concise documents to be used for internal and external business correspondence
  4. Communication frameworks and structures
  5. Editing standards in business documents including, grammar, spelling, punctuation, vocabulary, and proofreading strategies
  6. Use of reference materials in business documents
- E. LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Identify appropriate strategy for, form of, and tone of communication based on the recipient and/or audience.
  2. Create clear, concise, and well-organized written business documents.
  3. Utilize direct and indirect patterns of idea organization.
  4. Write grammatically correct internal/external, demonstrative, persuasive, informative, assertive and instructional business documents.
  5. Convey informational content in a professional verbal presentation.
  6. Demonstrate and improve proofreading skills and evaluate written messages.
- F. LEARNING OUTCOMES (MNTC): NA
- G. METHODS FOR EVALUATION OF STUDENT LEARNING: Methods may include but are not limited to:
1. Assignments
  2. Projects
  3. Examinations
- H. RCTC CORE OUTCOME(S). This course contributes to meeting the following RCTC Core Outcome(s): Communication. Students will communicate appropriately for their respective audiences.
- I. SPECIAL INFORMATION (if any): None