

Revised Fall 2016

AST 205

Business Communications

COURSE OUTLINE

Prerequisites:

A placement recommendation for ENG 111 or successful completion of all required developmental English courses (ENG 1, ENG 3, ENG 4, and ENG 7).

Course Description:

Teaches techniques of oral and written communications. Emphasizes writing and presenting business-related materials.

Course Objective

Students will use techniques to complete written communications and persuasive presentations. Grammar review, team activities, and writing assignments will prepare students for appropriate and expected communication skills in the workplace.

Semester Credits: 3 Lecture Hours: 3 Lab/Recitation Hours: 0

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Course Outcomes

At the completion of this course, the student should be able to:

- A. You will be able to describe the goals of effective communication.
- B. You will learn to recognize the barriers to effective communication and the methods to overcome those barriers so that you may convey clear oral and written messages.
- C. You will develop an understanding of nonverbal communications including the effects of certain gestures, postures, and manner of dress and personal appearance.
- D. You will learn to identify habits of effective and ineffective listeners and use these to become an active listener.
- E. You will learn the necessity of adapting communication skills and techniques to intercultural audiences.
- F. You will learn the importance of adapting to ethical and legal responsibilities in letter writing.
- G. You will learn to identify the purpose of a writing task, anticipate its audience, and apply a systematic process to business writing, including outlining.
- H. Write effective emails, memos, and letters for a variety of situations.
- I. You will become familiar with the developments in digital technology. You will use the Internet to sharpen your research skills.
- J. You will review English grammar rules in order to communicate more effectively.

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Required Materials:

Textbook and Storage device

Textbook:

Guffey, Mary Ellen. Business Communication: Process and Product, Custom Looseleaf Edition Cincinnati, Ohio: Thomson South-Western, 2014, 8th edition. Plus Aplia with Cengage Learning Write Experience 2.0. Bundle ISBN: 9781305753914 OR ebook with Aplia with Cengage Learning Write Experience 2.0. ISBN: 9781305095489

The following supplementary materials are available:

- 1.
- 2.
- 3.

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Topical Description: (Outline chapters and sections to be covered in the book)

Tentative Assignments/Chapter Information
Syllabus/Blackboard/Aplia Orientation Group Projects Assigned In-class Grammar Activity/Review Appendix A for resource Aplia Activity assigned
Grammar Tutorial assigned
Chapter 1 Chapter 1 Aplia assignment
Chapter 2 Chapter 2 Aplia assignment Groups Present
Chapter 3 Chapter 3 Aplia assignment
Test Review Posted
TEST CHAPTERS 1-3 Individual Persuasive Projects assigned Groups Present Chapter 4 Chapter 4 Aplia assignment
Chapter 5 Chapter 5 Aplia assignment
Chapter 6 Chapter 6 Aplia assignment
Chapter 7
Test Review Posted
TEST CHAPTERS 4-6, Individual Projects due Groups Present Orientation to Write Experience Chapter 8 and Write Experience #1 assigned (Letter of Interest)
Chapters 9 and 10 Write Experience #2 assigned (Customer Complaint)
Chapters 15 and 16 - Preparing for Employment Resume assigned
Resume Due Exam Review Posted
EXAM CHAPTERS 7-10, 15 and 16

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Notes to Instructors

(List information about optional topics, departmental exams, etc)

- 1.
- 2.
- 3.
- 4.

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