

Virginia Western Community College

AST 205

Business Communications

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.

Semester Credits: 3 Lecture Hours: 3 Lab/Clinical/Internship Hours: 0

Required Materials

Textbook:

Guffey, Mary Ellen and Loewy, Dana. Business Communication: Process and Product, Custom Looseleaf Edition Cincinnati, Ohio: Thomson South-Western, 2015, 8th edition. Plus Aplia. Bundle ISBN: 9781337910422 OR ebook with Aplia with ISBN: 9781305095489. Nordell, Stewart, Easton, Graves. Business Communications MS PowerPoint 2016 Custom. McGraw-Hill. 2017 ISBN: 9781307124705 OR ebook ISBN: 9781307162325.

Other Required Materials:

storage device

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.

Topical Description: See Posted Course Calendar for Semester Schedule

Tentative Assignments/Chapter Information (Dates will be found on Course Calendar)
Syllabus/Blackboard/Aplia Orientation
Group and Individual Projects Assigned
Grammar Activities/Review Appendix A for resource
Aplia Activities for Chapters 1-10, 14-16 assigned throughout the semester
GMetrix MOS Training in PowerPoint and Certiport MOS PowerPoint Certification Credential
Direct and Indirect Writing Methods
Employment Documents/Interviewing
Tests and Final Exam

Notes to Instructors

- none