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

Textbooks:

Guffey, Mary Ellen and Loewy, Dana. Business Communication: Process and Product, Custom Looseleaf Edition Plus MindTap Cengage/South-Western, 8th edition. ISBN: 9781337910422 OR ebook ISBN: 9781305095489.

Nordell, Microsoft PowerPoint 365 Complete: In Practice, Custom (Harmon). McGraw-Hill. 2019 ISBN: 9781307427882 OR ebook ISBN: 9781307438499.

Other Required Materials:
USB

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 teamwork in the workplace.

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.   You will write effective emails, memos, and letters for a variety of situations.

I.   You will use the Internet to sharpen your research skills.

J.   You will review English grammar rules in order to communicate more effectively.

K.   You will learn rules of making effective presentations.

L.   You will learn Microsoft PowerPoint features and have the opportunity to complete the MOS credential examination in PowerPoint 2019.

M.   You will create a resume based on current trends in employment documentation.

Topical Description: See Posted Course Calendar for Semester Schedule

Tentative Assignments/Chapter Information (Dates will be found on Course Calendar)
Syllabus/Canvas/MindTap Orientation
Group and Individual Projects Assigned
Grammar Activities/Review Appendix A for resource
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

1. Students are provided an opportunity to attempt the PowerPoint Microsoft Office Specialist exam at <u>no additional cost to the student</u>. However, to ensure students are truly prepared and capable of passing the MOS exam, and therefore, not wasting an expensive testing voucher that is being provided free of charge by the college, the following 'benchmark' scoring should be used to determine MOS testing eligibility. If the following 'benchmark' scoring requirements are not met by the student, then the student will only be allowed to take the MOS test one time.

   - All required GMetrix graded assignments must be completed by the posted deadlines. Additionally, each of these assignments must be completed at least one time, prior to the MOS exam testing date, with a <u>minimum</u> passing score of 80%, for the student to be eligible to sit for the scheduled MOS exam.
   - If it is determined the student has not met the above benchmark scoring requirements in time for the scheduled exam, the student will the scheduled MOS exam only one time.

<mark>The GMetrix exam prep software, as well as the MOS testing vouchers, are being provided for all students **<u>at the college's expense!</u>**</mark> Because of this, the above procedures should be observed.