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

REQUIRED MATERIALS:

1 - Guffey, Mary Ellen and Loewy, Dana. Business Communication: Process and Product, Custom Looseleaf Edition 9th edition Plus MindTap online access code. Bundle ISBN: 9781337591973 OR ebook with MindTap with ISBN: 9781337095624

2 - SIMnet for PowerPoint 365/2019 Complete ebook access, Nordell 2019 SIMbook, with Single Module Registration Code. ISBN: 9781260818789.

OPTIONAL: Hardcopy of Nordell Microsoft PowerPoint 365 Complete: In Practice. (Custom book for T. Harmon at Virginia Western Community College for students who want the physical textbook.) McGraw-Hill. 2019 ISBN: 9781307427882.

Other Required Materials:
- USB
- In addition to a windows-based computer, Microsoft Office 2019/365 (VWCC free full online version located here) is required to complete these courses. Chromebooks and Apple MacBooks are not compatible with the software required in these courses. Note: AST/ITE courses are required in all Business programs and ITE 115 is a required course in almost all Virginia Western transfer programs.

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 no additional cost to the student. 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 take the scheduled MOS exam only one time.
- The GMetrix exam prep software, as well as the MOS testing vouchers, are being provided for all students at the college's expense! Because of this, the above procedures should be observed.