

# 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 MindTap ebook (access code only) 1 term; 10<sup>th</sup>; ISBN: 9781337095617.

2 - SIMnet for PowerPoint 365 Complete:In Practice, Nordell 2021 Edition. ISBN: 9781265774806.

#### **Other Required Materials:**

Access to a personal computer and internet are required for this online course. For information on the required minimum computer specifications visit: <https://www.virginiawestern.edu/online/computer-access/> This course may require proctored testing as described in the course syllabus. A student may request an alternative proctoring method, but the student will be responsible for any additional fees associated with the alternative method. In addition to a windows-based computer, Microsoft Office 365 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 and Professional Services programs and ITE 152 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 Outline
Syllabus/Canvas/MindTap Orientation
Grammar Activities
Business Communication, Teamwork, and International Culture
GMetrix MOS Training in PowerPoint and Certiport MOS PowerPoint Certification Credential
Direct and Indirect Writing Methods
Tests and Final Exam

## Tentative Weekly Assignments for AST 205

**Week 1: Read Syllabus, Access Canvas, and Complete Introductory Assignment and DBoard Post; MindTap Registration;** Chapter 1 in Business Communication: Process and Product

**Week 2:** Grammar Tutorial; Chapter 2 Business Communication: Process and Product , SIMNet PowerPoint Registration/Completion of SIMnet Chapter 1

Week 3: Chapter 3 in Business Communication: Process and Product; PowerPoint Chapter 2 SIMNet

Week 4: **TEST 1 CHAPTERS 1-3 to be taken this week;** Chapters 4 and 14 in Business Communication: Process and Product; Chapter 3 SIMNet

Week 5: Chapters 5 and 6 in Business Communication: Process and Product; Registration for GMETRIX and Certiport; GMETRIX training begins for MOS PowerPoint Exam

Week 6: Chapters 7 and 8 in Business Communication: Process and Product; GMETRIX training continues; Final Business Writing Exam assigned

Week 7: MOS PowerPoint Exam

Final: Business Writing Exam due

## **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 minimum passing score of 60%, 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.

[ADA Statement](#) (PDF)

[Title IX Statement](#) (PDF)