

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

Two Texts Needed and Additional Materials: (Items include: Course textbook, online materials access, and Microsoft PowerPoint MOS textbook/materials)

Instant Access Textbooks (Paid with Tuition):

The Virginia Western Community College bookstore sent an email to your VWCC student email account with information on how to access your instant access textbooks for this class. Go to your student email to retrieve those instructions to access the required materials.

1 - MindTap Business Communication for Guffey/Loewy's Business Communication: Process & Product, 10th Edition, Instant Access, 1 term (6 months)

2 - Microsoft PowerPoint 365 Complete: In Practice, 2021 Edition (Custom) Single Module Registration Code, Instant Access.

We will begin using the second PowerPoint digital access around the second week of the semester. Be sure to have downloaded the Microsoft Office 365 ed. software if you do not have it installed on your home computer. See syllabus information below if you need clarification of required hardware and software for this course. VWCC students have access to the software. Contact our Help Desk at helpdesk@virginiawestern.edu if downloading assistance is needed.

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 complete a business writing exam using a defined writing approach while demonstrating understanding of business formatting and proper grammar and spelling.
- 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 Microsoft Office 365 PowerPoint.

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)