Department:

Business

Course Description:

This course covers both traditional and innovative communication skills. The primary focus will be on writing employment documents and business letters for specific situations.

Course Competencies:

Upon completion of the course, the student should be able to:

1. Describe the basic communication process.
2. Explain the major types of verbal and nonverbal communication.
3. Identify the major verbal, nonverbal, and organizational barriers to communication.
4. Describe strategies for communicating across cultures.
5. Use appropriate business standards for clear, concise, and courteous writing.
6. Develop writing that displays a “you” attitude.
7. Use standard business format for letters, envelopes, and memos.
8. Determine and implement appropriate solutions for communication problems.
9. Make effective communication decisions.
10. Proofread and edit typewritten and handwritten material and evaluate its acceptability.
11. Compose a routine request letter.
12. Compose a routine claim letter.
13. Compose a routine adjustment letter.
14. Compose a persuasive request that requires selling an idea, requesting a favor, or writing a persuasive claim.
15. Compose a sales letter.
16. Compose effective bad news messages.
17. Compose personal and goodwill messages.
18. Follow guidelines for developing informal reports, including determining the problem and purpose, gathering data, using an appropriate writing style, composing effective headings, and maintaining objectivity.
19. Organize report data, create an outline, and make effective headings.
20. Compose a formal report.
21. List techniques for making the best use of voice mail, including proper voice mail etiquette.
22. Use a variety of digital workplace communication tools, including voice conferencing, videoconferencing, Web conferencing, instant messaging, wireless technology, and blogging.
23. Perform a self-analysis as the first step in choosing a career.
24. Determine the appropriate content, length, and format for a resume.
25. Prepare for an employment interview.
26. Compose appropriate employment follow-up communications.
27. Explain the importance of dependability and punctuality in a business setting.
28. Work independently on assignments.

Course Content:

A. Building Career Success With Communication Skills
B. Creating Business Messages
C. Improving Writing Techniques
D. Revising and Proofreading Business Messages
E. E-mail and Memos
F. Direct Letters and Goodwill Messages
G. Persuasive Messages
H. Negative Messages
I. Informal Reports
J. Proposals and Formal Reports
K. Communicating in Person, in Meetings, by Telephone, and Digitally
L. Making Effective and Professional Oral Presentations
M. The Job Search, Resumes, and Cover Letters
N. Employment Interviewing and Follow-Up Messages

Learning Assessment:

Course competencies will be assessed by assignments, letter writing, quizzes, projects, midterm exam and final exam.

Instructional Materials:


Guidelines for Requesting Accommodations Based on Documented Disability or Medical Condition

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law.

Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

In order to begin the process all students must complete the “Disabilities Self-Identification Form” at this link: https://highlandcc.edu/pages/disability-services.

This form can also be accessed at the Highland Community College homepage under Students Services/Student Resources/Disability Service or by contacting the Disabilities Coordinator.