

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 of clear, concise, and courteous writing.
6. Develop writing using 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 being objective.
19. Organize report data, create and 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. Determining 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. Workplace Communication Today
 - 1. Communication Skills as Career Filters
- B. The Business Writing Process
 - 1. Planning Business Messages
 - 2. Composing Business Messages
 - 3. Revising Business Messages
- C. Communicating at Work
 - 1. Electronic Messages and Digital Media
 - 2. Positive Messages
 - 3. Negative Messages
 - 4. Persuasive Messages
- D. Reports and Proposals
 - 1. Informal Reports
 - 2. Proposals and Formal Reports
- E. Professionalism, Teamwork, Meeting, and Speaking Skills
 - 1. Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings
 - 2. Business Presentations
- F. Employment Communication
 - 1. The Job Search, Résumés, and Cover Letters
 - 2. Interviewing and Following Up

Learning Assessments:

Competencies may be evaluated by multiple measures, including assignments, letter writing, quizzes, projects, and exams.

Instructional Materials:

Textbook: Guffey, Mary Ellen and Loewy, Dana. (2019). *Essentials of Business Communications* (11th edition). Cengage Learning. ISBN 978-1337386494

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” on our [Disability Services website](#).

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.

A Note on Harassment, Discrimination and Sexual Misconduct

Highland Community College seeks to assure all community members learn and work in a welcoming and inclusive environment. Title VII, Title IX, and College policy prohibit harassment, discrimination and sexual misconduct. Highland Community College encourages anyone experiencing harassment, discrimination or sexual misconduct to talk to report to the

Vice President for Student Services, the Human Resources Director or complete an [online report](#) about what happened so that they can get the support they need and Highland Community College can respond appropriately.

There are both confidential and non-confidential resources and reporting options available to you. Highland Community College is legally obligated to respond to reports of sexual misconduct, and therefore we cannot guarantee the confidentiality of a report, unless made to a confidential resource. Responses may vary from support services to formal investigations. As a faculty member, I am required to report incidents of sexual misconduct and thus cannot guarantee confidentiality. I must provide our Title IX coordinator with relevant details such as the names of those involved in the incident. For more information about policies and resources or reporting options, please review our [Equity Grievance Policy](#).