

Fond du Lac Tribal and Community College
COURSE OUTLINE

I. Catalog Information

- A. Title of Course: Business Communication
- B. Course Designator: BUS 1055
- C. Number of Credits: Lecture 3 Lab _____
- D. Control Number: 40
- E. Catalog/Course description:
- This course encompasses the various elements that produce effective communication in a business setting. Topics include types of written and oral communication applied across a variety of purposes, nonverbals, cross cultural communication, and communication related to seeking employment.
- F. Course prerequisites: None
- G. Date Approved: 5/2005
Date Revised: 5/4/12

II. Course Materials (Recommended course materials and resources. List all that apply, e.g. textbooks, workbooks, study guides, lab manuals, videos, guest lecturers)

College level materials and text chosen at option of instructor.

III. Learning Goals, Outcomes, and Assessment Minimum of one goal and two learning outcomes in each competency. *If your course does not meet one of the Competencies Across the Curriculum, please justify your rationale.* Minimum of two assessment measures for each learning outcome. Add other goals and outcomes as needed. If this course is part of the Minnesota Transfer Curriculum (MnTC), attach the MnTC goals, outcomes, and your assessment measures to this form; if possible, use them to complete the information below.

A. Information Literacy (the ability to use print and/or non-print tools effectively for the discovery, acquisition, and evaluation of information as well as core computer tools for the manipulation and presentation of information.)

1. Learning Goal:

Goal: To effectively use tools related to communicating in a business context.

2. Learning Outcomes and Assessments:

Outcome 1: The student will be able to create and correctly format electronic documents.

Assessment: Word-processed assignments completed with a C grade or higher.

Assessment: Visual presentations completed with a C grade or higher.

Outcome 2: The student will demonstrate competency working with information from electronic sources.

Assessment: Assignments related to documentation, plagiarism, and identification of appropriate sources passed with a C grade or higher.

Assessment: Retrieving, using, and properly documenting outside sources for written and/or oral assignments

B. Ability to Communicate (the ability to listen, read, comprehend, and/or deliver information in a variety of formats.)

1. Learning Goals:

Goal: The student will be able to effectively communicate orally and in writing in a professional setting.

2. Learning Outcomes and Assessments:

Outcome 1: The student will be able to write content appropriate for a variety of document types and audiences.

Assessment: Achieve the purpose of each writing assignment at a C grade or higher.

Assessment: Mastery of spelling, punctuation, and grammar at eighty-percent on final portfolio assignments.

Outcome 2: The student will be able to format written work appropriate to the purpose of a document.

Assessment: Eighty percent of written assignments are appropriately formatted throughout semester.

Assessment: One hundred percent of written assignments in final portfolio are correctly formatted.

Outcome 3: The student will be able to orally present information to an audience of listeners

Assessment: Complete at a C grade or higher at least one individual presentation to class.

Assessment: Complete at a C grade or higher at least one explanation/instruction-giving exercise to one or more peers.

Outcome 4: The student will be able to create and present a PowerPoint slideshow to an audience of listeners.

Assessment: Complete at a C grade or higher a PowerPoint slideshow that includes attention to design elements, animation, and notes.

Assessment: Complete at a C grade or higher at least one individual presentation of a PowerPoint slideshow to class.

C. Problem Solving (the ability to conceptualize, apply, analyze, synthesize, and/or evaluate information to formulate and solve problems.)

1. Learning Goals:

Goal: The student will be able to identify potentially negative situations and effectively communicate, orally and in writing, to avoid, diffuse, or resolve such situations.

2. Learning Outcomes and Assessments:

Outcome 1: Student will be able to effectively address orally and in writing at least one negative situation.

Assessment: Complete written and oral assignments regarding negative situations with a C grade or higher.

Assessment: Complete related assignment in final portfolio with a B grade or higher.

Outcome 2: The student will develop an understanding of how s/he responds to negative situations.

Assessment: Complete a self-assessment exercise regarding conflict.

Assessment: Complete a reflection exercise related to conflict or negativity at a C grade or higher.

D. Culture (knowledge of Anishinaabe traditions and culture, knowledge of one's own traditions and culture, knowledge of others' traditions and cultures, and/or respect for global diversity.)

1. Learning Goals:

Goal: The student will understand that communication practices vary across cultures and be able to adapt their professional written and oral communication accordingly.

2. Learning Outcomes and Assessments:

Outcome 1: The student will be able to identify different communication patterns across cultures.

Assessment: Complete analysis of communication differences based on culture in their local setting at a C grade or higher.

Assessment: Complete evaluation of scenarios at a C grade or higher.

Outcome 2: The student will be able to recognize miscommunication based on cultural and other differences.

Assessment: Complete evaluation of scenarios at a C grade or higher.

Assessment: Complete reflection exercise at a C grade or higher.

Documentation for MnTC - None

IV. Course Content (Outline the major topics covered in this course.)

Communication foundations in businesses and organizations

Senders and receivers

Language and construction of messages

Communication tools

Document types (writing letters, memos, texting, e-mail messages, reports)

Oral presentations

Communication differences (Cultural, Gender, Age)

Elements of communication in the job search

(revised April 2012)