

NORTHWESTERN CONNECTICUT COMMUNITY COLLEGE

COURSE SYLLABUS

Course Title: Business Communication **Course #:** BBG 210

Course Description: Good communication skills are critical to effective job placement, performance, career advancement, and organizational success. This course focuses on the development of skills in effective communication for personal, business, and professional use. It includes oral and written communication, nonverbal communication, listening skills, team development, business presentations, job search skills, resume and cover letter preparation, and interviewing techniques. Three (3) semester hours.

Prerequisite: ENG* 101 or ENG* 101W with a "C" or better.

Goals: To recognize the need for good communication skills.

To develop effective oral, written, and nonverbal communication skills needed for career success in the 21st Century workplace.

To prepare career search documents and to develop successful interviewing techniques.

Outcomes: Upon successful completion of the course, students should be able to:

- produce effective written and oral communications in response to a specified task for a specified audience.
- demonstrate oral, written, and nonverbal communication skills.
- describe the communication process.
- list the barriers to listening and describe effective listening techniques.
- write, proofread, and edit business communications.
- utilize a reference manual to for assistance with style, grammar, usage, and formatting.
- format error-free letters, memos, E-mail messages, and reports in appropriate styles utilizing computer technology.
- plan, organize, and produce a written report using credible resources on a topic related to business communication.
- create and use visual aids in the communication process.
- prepare and deliver effective oral presentations appropriate for business audiences utilizing multimedia presentation technology.
- list techniques for improving telephone skills.
- discuss business etiquette for today's digital workplace.
- demonstrate effective interpersonal skills and professional behavior.
- recognize types of diversity in the workplace and understand the challenges diversity creates in the communication process.
- demonstrate successful individual and team workplace skills.
- develop an effective resume and application letter.
- identify and apply effective employment interview techniques.
- describe acceptable workplace business attire.