

# **COCONINO COMMUNITY COLLEGE**

## **COURSE OUTLINE**

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Status: Permanent

December 4, 1991

October 30, 1994

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A. Identification:

1. Subject Area: Business
2. Course Number: BUS 111
3. Course Title: BUSINESS ENGLISH
4. Credit Hrs: 3
5. Catalog Description:

Effective listening, responding, reading, and writing with emphasis on using these skills in the work place, from job application and interview to on-the-job oral and written communications. Prerequisite: ENG 100 or placement test score(s) beyond prerequisite course(s). Three lecture.

B. Course Goals:

To improve written and verbal communication skills needed for effective job search and performance.

C. Course Outcomes:

Students will:

1. Use business terms in a variety of situations
2. Identify the parts and formatting techniques of business letters, memos, reports, and envelopes
3. Demonstrate acceptable verbal and written communication skills for employment situations
4. Write effective resumes and a variety of employment-related letters

D. Assessment of Course Outcomes.

1. Instructor assigned reading and homework
2. Departmental exam questions and/or project

E. Course Content:

Will include:

1. Writing activities:
  - a. Letters of application, follow-up complaint, and compliment
  - b. Application forms
  - c. Resumes
  - d. General business letters
2. Oral/Listening activities:

- a. Examples of effective communication and communication breakdowns
  - b. Giving and following instructions
  - c. Listening and note taking
  - d. Listening and responding
  - e. Hypothetical job interviews
  - f. Decision-making
3. Reading activities
- a. Reading and summarizing business documents
  - b. Reading and evaluating employment application materials
  - c. Using dictionary of business terms -- spell, define, and pronounce