

COCONINO COMMUNITY COLLEGE
COURSE OUTLINE

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December 4, 1991
October 29, 1996
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- A. Identification:
1. Subject Area: Business (BUS)
 2. Course Number: 204
 3. Course Title: Business Communications
 4. Credit Hours: 3
 5. Course Description: Solving business problems through effective oral and written communications. Letter forms and methods of writing business letters. Creating functional letters related to inquiry response, good will, sales, credit, and adjustment and collection. Pre/Co-requisite: ENG 102. General Education: Options. Special Requirement: Intensive Writing/Critical Inquiry. Three lecture.
- B. Course Goals:
To provide students with communication skills for the workplace necessary to generate and organize ideas, draft and revise various business and technical documents.
- C. Course Outcomes: Students will:
1. compose and revise a minimum of 20 pages of business documents;
 2. write: effective memos, business letters, resumes, and reports, clearly, concisely, and correctly;
 3. research, summarize, and document information, producing a written report, and presentations;
 4. develop professional speaking and listening skills;
 5. understand the influence of electronic communication on management and organizational processes;
 6. recognize communication challenges in a global business environment;
 7. and develop an awareness of issues related to cross-cultural communication.
- D. Assessment of Course Outcomes will include:
1. instructor assigned reading and homework;
 2. and exam questions and/or project.
- E. Course Content will include:
1. fundamentals of business writing;
 2. basic patterns of business letters;
 3. fundamentals of report writing;
 4. other forms of business communication such as presentations and speeches;
 5. business letter formatting and corrections;
 6. job search writing: resumes, and applications;
 7. information gathering and summarizing;
 8. documentation of sources;
 9. formal instructions, proposals, and reports writing;
 10. presentations with documentation;
 11. communication media;
 12. and cross-cultural communication issues.