

## BUS 120 Business Communication

**Purpose:** The purpose of this course is to equip students with communication tools and resources for the workplace, from everyday correspondence to special presentations. You will learn successful workplace communication methods in terms of writing, speaking, and more.

**Course Format:** Business Communication consists of three course modules that are divided into Areas of Study. Each Area of Study has several lessons each of which includes a short video presentation (based on the reading material) and a very short quiz to help you measure your learning.



If you are taking the course as independent study it is completely self-paced but must be completed within 90 days. You can watch the video lessons and do the reading on your schedule whenever and wherever you want. All of the reading material you will need is included.

At the end of each Area of Study, you must complete a chapter test to see if you're ready to move on or have some material to review. Once you've completed the entire course, you will be required to take a final proctored exam.

**Learning Objectives:** Upon completion of the three sections of this course, students should be able to:

1. Identify the types of communication common in the workplace
2. Communicate appropriately with different social and cultural groups
3. Understand the roles of listening, nonverbal communication, and verbal communication in group settings
4. Describe how business theories, ethics, and management styles help supervisors communicate effectively with employees
5. Plan, develop, and finalize messages appropriate for the workplace
6. Use appropriate visuals to enhance and strengthen workplace communication
7. Draft proper business reports and proposals that are ready for publication
8. Evaluate business presentations using common technological tools
9. Write a resume and cover letter customized to fit a particular job opening

**Course Content:** As part of a cooperative arrangement this course uses material that was originally developed by Study.com. The original material has been enhanced to meet the educational standards of the college.

### **BUS 110.1 Communicating in Groups and as a Leader in Business**

First Area of Study: Communicating in the Workplace

Second Area of Study: Communication and Diversity

Third Area of Study: Communicating in Groups

Fourth Area of Study: Interpersonal & Group Communication

Fifth Area of Study: Leadership in Management

Sixth Area of Study: Roles and Responsibilities of the Supervisor

Seventh Area of Study: Communication as a Supervisor

**BUS 110.2 Business Messaging from Planning to Completion**

First Area of Study: Messaging in Business Communication

Second Area of Study: Planning to Communicate in the Workplace

Third Area of Study: Developing Your Message in the Workplace

Fourth Area of Study: Completing Your Message in the Workplace

**BUS 110.3 Use of Technology in Business Communication**

First Area of Study: Using Visuals in Workplace Communication

Second Area of Study: Communicating with Technology in the Workplace

Third Area of Study: Business Reports and Proposals

Fourth Area of Study: Delivering Business Presentations

Fifth Area of Study: Resumes and Cover Letters