
SECTION HEADING

BUS 2242: Business Communications

Description

Business Communications covers theory and offers practice in the fundamentals of good business communications. Emphasis is placed on the construction of effective (and positive) business letter writing. Resume writing, cover letters, interviewing techniques, memos and reports are also integral parts of the course.

Credits

3

Prerequisite

None

Corequisite

None

Topics to be Covered

1. Foundations of business communications
2. The writing process
3. Brief business messages
4. Business reports and presentations
5. Employment documents and interviewing procedures

Learning Outcomes

1. Explain the importance of effective communication to your career and the companies in which the student will serve.
2. Recognize the foundations of effective business communications.
3. Define cultural competency and explain the influence of culture on business communication.
4. Compose business messages applying the three-step writing process.
5. Differentiate between routine, positive, and negative messages and employ effective strategies for writing each.
6. Plan, develop, and deliver effective reports and presentations.
7. Identify the major digital channels used for brief messages and craft efficient messages for digital channels
8. Describe the process of planning and writing your resume and application letter.
9. Explain the three stages of an interview

Credit Details

Lecture: 3

Lab: 0

OJT: 0

MnTC Goal Area(s): None