

MESABI RANGE COMMUNITY & TECHNICAL COLLEGE

Course Outline

Course Title: Business Communication
Semester Course Prefix and Number: BUS 1657
Old Quarter Course Prefix and Number: BUS 145

Submitted By: K. Sutton
Approval Date:
Revision Date: May 2013

Number of Credits: 3 **Number of Lecture Credits:** 3
Semester(s) Offered: **Number of Lab Credits:** **Number of Lab Hours:**
Class Size: 30 **Number of Studio/Demonstration/Internship Credits:**
Negotiated by AASC on:
(date)

Course Purpose Code:

- 0 – Developmental Courses
- 1 – Non-transferable
- 2 – Technical course related to career programs
- 3 – College course which has the primary goal of applying certain concepts (e.g. vocal ensemble)
- 4 – Other college course not considered a part of MNTC (e.g. computer science, health, physical education)
- 5 – Course which is intended to fulfill the Minnesota Transfer Curriculum (MNTC) requirements or intended for transfer.
- 9 – Continuing Education/Customized Training specialized credit course (not occurring in 0-5)

Catalog Description:

This course encompasses the theory of written business communication used to produce effective business letters, memorandums, reports, and resumes. Emphasis is placed on developing effective and positive communication through the written word. Various aspects of oral business communication are covered. Typing skill is strongly recommended.

Prerequisites and/or recommended entry skills/knowledge:

Course Prerequisite(s): ENGL 1511- College Writing I
Reading Prerequisite:
Composition Prerequisite:
Mathematics Prerequisite:

Career Programs and Transfer Majors Accessing this Course:

Retail Management Program (and Options)- University of Wisconsin, Stout
Business Administration- University of Wisconsin, Superior
AS Degree Program in Business

Minnesota Transfer Curriculum Goal(s) partially met by this course if applicable:

(Notes: No more than two goals may be met by any one course. AASC review and the Chief Academic Officer's approval are required.)

- 0. None
- 1. Communications
- 2. Critical Thinking
- 3. Natural Sciences
- 4. Mathematical/Logical Reasoning
- 5. History and the Social and Behavioral Sciences
- 6. The Humanities and Fine Arts
- 7. Human Diversity
- 8. Global Perspectives
- 9. Ethical and Civic Responsibility
- 10. People and the Environment

Learning Outcomes: (including any relevant competencies listed in the Minnesota Transfer Curriculum)

Upon completion of this course, the student will be able to:

- Discuss the theory and concepts of the communications process
- Present a logical, ethical approach to solving business problems through written communication
- Inform and convince others through the use of language
- Demonstrate the correct form of the more commonly used letters, memorandums, and other kinds of business writing
- Communicate information and ideas in written form by
 - developing a clear, concise, convincing, and correct writing style
 - learning and applying high standards of physical presentation in preparing business messages
- Analyze written communication
- Use information processing equipment in the business communication process

Student Assessment Methods:

- A minimum of three written examinations
- Numerous business letter writing assignments

Use of Instructional Technology: (includes software, interactive video and other instructional technologies):

Computer lab and Overhead

Additional Special Information: (special fees, directives on hazardous materials, etc.)

Transfer Information: (Please list colleges/majors that accept this course in transfer.)

Affiliated Mesabi Range College Courses and Programs:

Approvals:

Body	Representative Signatures	Date
Faculty Association		
Academic Affairs Standards Committee		
Chief Academic Officer		

Distribution: Original – Instructional Services
Copies: Transfer Specialist, Originating Faculty Member, Records
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