MESABI RANGE COMMUNITY & TECHNICAL COLLEGE – VIRGINIA/EVELETH

Course Outline

Course Title:	**Business Communication**	**Submitted By:**	**S. Medure**
Semester Course Prefix and Number:	**BUS 1657**	**Approval Date:**	
Old Quarter Course Prefix and Number:	**BUS 145**	**Revision Date:**	**Feb. 2002**

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

Course Purpose Code:

_____ **0 –** Developmental Courses
_____ **1 –** Non-transferable, General Education
_____ **2 –** Technical course related to career programs
_____ **3 –** College course which has the primary goal of applying certain concepts (e.g. vocal ensemble)
__X__ **4 -** Other college course not considered a part of general education (MNTC) e.g. computer science, health, physical education
_____ **5 –** Course which is intended to fulfill the Minnesota Transfer Curriculum (MNTC) requirements.
_____ **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 message. Various aspects of oral business communication are covered. Typing skill is strongly recommended.

Prerequisites and/or recommended entry skills/knowledge:

Course Prerequisite(s):	Typing skills strongly recommended
Reading Prerequisite:	None
Composition Prerequisite:	None
Mathematics Prerequisite:	None

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. (Curriculum Committee review and the Chief Academic Officer's approval are required).

0. **X** 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:
The student will:

- 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
- Communication information and ideas in written form by:
  a. developing a clear, concise, convincing, and correct writing style
  b. 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, Overhead

Outline of the major course content:

- Foundations & Principles of Business Communication
- Developing and Formatting Letters and Memos
- Good News, Neutral, Bad News, Persuasive, and Goodwill Messages
- Business Studies, Proposals, Reports
- Employment Communications: Job Search, Resume, Letter of Application, Interviews

Additional special information (special fees, directives on hazardous materials, etc.)

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

Approvals:

Body	Representative Signatures	Date
Curriculum Committee		

Faculty Association		
Meet and Confer		
Chief Academic Officer		

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