## 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

<table>
<thead>
<tr>
<th>Number of Credits:</th>
<th>3</th>
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<tbody>
<tr>
<td>Semester(s) Offered:</td>
<td>30</td>
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<tr>
<td>Class Size:</td>
<td>Negotiated by AASC on: (date)</td>
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**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:**
(Note: No more than two goals may be met by any one course. AASC review and the Chief Academic Officer's approval are required.)

<table>
<thead>
<tr>
<th>Goal</th>
<th>Met by Course</th>
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<tbody>
<tr>
<td>0.</td>
<td>None</td>
</tr>
<tr>
<td>1.</td>
<td>Communications</td>
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<tr>
<td>2.</td>
<td>Critical Thinking</td>
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<tr>
<td>3.</td>
<td>Natural Sciences</td>
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<td>4.</td>
<td>Mathematical/Logical Reasoning</td>
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<td>5.</td>
<td>History and the Social and Behavioral Sciences</td>
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<td>6.</td>
<td>The Humanities and Fine Arts</td>
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<td>7.</td>
<td>Human Diversity</td>
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<td>8.</td>
<td>Global Perspectives</td>
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<td>9.</td>
<td>Ethical and Civic Responsibility</td>
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<td>10.</td>
<td>People and the Environment</td>
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**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:**

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**Approvals:**

<table>
<thead>
<tr>
<th>Body</th>
<th>Representative Signatures</th>
<th>Date</th>
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<tbody>
<tr>
<td>Faculty Association</td>
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<td>Academic Affairs Standards Committee</td>
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<tr>
<td>Chief Academic Officer</td>
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**Distribution:** Original – Instructional Services  
**Copies:** Transfer Specialist, Originating Faculty Member, Records  
**Revised:** December 2012