

**NorthWest Arkansas Community College
Business and Computer Information Course Outline**

OSIM 1103 BUSINESS COMMUNICATIONS (F,S,SUM on demand)

Catalog Description:

A presentation of the principles of effective oral and written communications. Provides a discussion of verbal and nonverbal communication, resume and interview preparation, business letter writing, dictation skills, business reports, presentations and case studies. Outside lab time will be required.

Prerequisite:

CISQ 1103 Introduction to Computer Information

Credit Hours: 3

Target Audience & Transfer:

This course is designed for students majoring in any area of business as effective communication skills (oral, written and non-verbal) are imperative for success in all business fields. The course presents the principles of effective communication and prepares students to apply these principles to most situations common to a business environment.

General Course Objectives:

Knowledge:

- Explain the essential components of the communication process.
- Explain the qualities and contents of a successful resume and letters of employment.
- Be sufficiently prepared for an effective job interview.

Critical Thinking:

- Distinguish appropriate from inappropriate aspects of written business messages.
- Solve case problems involving real-life business situations.

Academic Skills:

- Compose three main types of effective business letters (direct, indirect, and persuasive).
- Prepare an informal business report.
- Deliver a brief oral presentation.
- Use the Internet to research relevant topics.

Cultural Awareness:

- Compose bias-free documents.
- Recognize the importance of cultural diversity in the workplace.
- Recognize the importance of international business etiquette.

Required Text

Effective Communication for Colleges, Brantley and Miller, 10th Edition.
Publisher: Thomson/South-Western Publishing: 2004. ISBN 0-324-27271-5.