

NorthWest Arkansas Community College
Business & Computer Information Systems Division
Computer Information Department 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.)

Prerequisites

CISQ 1103 Introduction to Computer Information

Credit hours/Contact hours/Load hours

3/3/3

Target Audience/Transferability

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.

Student Learning Outcomes

Upon completion of this course, students will:

- Explain the essential components of the communication process.
- Explain the qualities and contents of a successful resume and letters of employment
- Demonstrate skills for an effective job interview.
- Distinguish appropriate from inappropriate aspects of written business messages.
- 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.
- Compose bias-free documents.
- Recognize the importance of cultural diversity in the workplace.
- Recognize the importance of international business etiquette.
- Solve cases using real life business situations.

Topics

- Listening skills
- Nonverbal communication
- Oral presentations
- Improving basic grammar skills
- Composing business letters and reports
- Job search skills (resumes, application letters, interviewing, etc)

Forms of Assessment

Tests

Quizzes

Practical application of study material

Team projects

Evaluation of oral presentation

Rev. 7/2019