EFFECTIVE BUSINESS COMMUNICATION — SMGT 1242

A. Course Description

- Credits: 3.00
- Lecture Hours/Week: 3.00
- Lab Hours/Week: 0.00
- OJT Hours/Week: 0
- Prerequisites: None
- Corequisites: None
- MnTC Goals: None

Learn and practice skills to communicate your message directly and effectively to generate the desired results, whether in a meeting, presentation or written media. Integrate multi-media to support your ideas. Assess your audience prior to communicating to maximize effectiveness. Facilitate group participation including handling disruptive behavior. Learn and apply skills in any situation to achieve win-win negotiations.

B. Course Effective Dates: 8/1/01 – Present

C. Outline of Major Content Areas

As noted on course syllabus

D. Learning Outcomes

1. allocate time needed for agenda topics
2. analyze the audience
3. assess organizational communication
4. avoid common writing pitfalls
5. choose appropriate language and style based on audience
6. compose short, concise correspondence
7. conduct integrated briefing, formal and informal presentations
8. contrast briefings, formal and informal presentation styles
9. define negotiations
10. describe confidence building techniques
11. describe formal and informal reports
12. describe negotiation process
13. determine follow-up needed
14. determine the communication medium/channel needed to effectively deliver message
15. develop an effective agenda
16. develop ice breakers
17. develop visual aids
18. devise techniques to handle conflict situations
19. differentiate between a persuasive, instructional or informational meeting/presentation
20. differentiate between facilitation, instructor, presenter and meeting leader
21. discuss logistics involved
22. discuss low and high structure one on one communication
23. discuss surveying and questionnaire
24. effectively use questioning techniques
25. evaluate meeting/presentation for information overload
26. explain documentation in meetings/presentations
27. explain formats of different types of business letters
28. explain how to incorporate problem solving techniques to aid in decision making
29. explain interview techniques to gather information
30. explain the need for transitions, summaries and conclusions
31. explain the role that perception plays in communication
32. explain various communication styles
33. explain when email use is appropriate
34. facilitate a meeting
35. integrate multi-media in presentations
36. interpret various writing for true or perceived meanings
37. make effective use of email
38. meet meeting/presentation expectations
39. preparation needed before writing
40. prepare self for meeting/presentations
41. prepare to negotiate
42. respond to non-verbal feedback
43. use correct paragraph and sentence structure
44. use effective listening techniques
45. use effective non-verbal techniques
46. use ground rules
47. write effective business letters
48. writing research papers

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

F. Learner Outcomes Assessment

As noted on course syllabus
G. Special Information

None noted