BUSINESS COMMUNICATION — ISTC 1100

A. Course Description
   ▪ Credits: 3.00
   ▪ Lecture Hours/Week: 2.00
   ▪ Lab Hours/Week: 1.00
   ▪ OJT Hours/Week: 0
   ▪ Prerequisites:
     - ENGL 0140: Developing College Writing Skills
     - ISTC 1015: Supporting Business Applications
     - READ 0110: College Reading Boost
     - READ 0140: Developing College Reading Skills
   ▪ Corequisites: None
   ▪ MnTC Goals: None

This course focuses on the foundations of business communication in the Information Systems Industry. The topics will include developing your business writing skills, correspondence, written and oral business reports, employment communication, as well as topics on the social and ethical implications of Information Systems. Prerequisites: ISTC1015 and Accuplacer Reading score of at least 70.

B. Course Effective Dates: 8/20/07 – Present

C. Outline of Major Content Areas
   As noted on course syllabus

D. Learning Outcomes
   1. Explain how communication skills fuel career success.
   2. Explain the importance of effective media choice.
   3. Describe positive team-performance behaviors.
   4. Describe effective practices for planning and running meetings.
   5. Demonstrate the 3x3 writing process.
   7. Describe effect techniques for delivering bad news.
   8. Create a concise set of instructions for completing a task.
9. Describe the AIDA Strategy for composing persuasive messages.
10. Give a 1-2 minute "elevator pitch" speech.
11. Prepare short informational and analytical reports.
12. Prepare and give an informative presentation.
13. Explore different job-search strategies.
14. Create a resume and cover letter.
15. Demonstrate STAR technique for answering interview questions.

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

F. Learner Outcomes Assessment

As noted on course syllabus

G. Special Information

None noted