INTRODUCTION TO BUSINESS COMMUNICATIONS — SMGT 2009

A. Course Description
   - Credits: 1.00
   - Lecture Hours/Week: 1.00
   - Lab Hours/Week: 0.00
   - OJT Hours/Week: 0
   - Prerequisites: None
   - Corequisites: None
   - MnTC Goals: None

This course will introduce you to the study and process of communication in the business environment, allowing us to understand how to make better choices in our day to day communication. Individuals who complete the course are eligible to earn certification as a Sales Professional by passing an international certification exam. Prerequisites: None.

B. Course Effective Dates: 1/8/07 – Present

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

D. Learning Outcomes
   1. assess your communication style
   2. define business communication
   3. describe conflict resolution techniques
   4. examine communication styles
   5. examine the power of active listening
   6. examine the styles and types of business writing
   7. identify communication challenges
   8. list keys to powerful presentations
   9. write business letters
   10. write for special circumstances

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

F. Learner Outcomes Assessment
As noted on course syllabus

G. Special Information

None noted