



EFFECTIVE BUSINESS COMMUNICATION — BUSN 1220

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 to apply skills in any situation to achieve win-win negotiations.

B. Course Effective Dates: 5/21/14 – Present

C. Outline of Major Content Areas

As noted on course syllabus

D. Learning Outcomes

1. Assess the communication process
2. Deliver effective presentations
3. Manage disruptive behavior
4. Produce various business correspondence
5. Use effective negotiation skills
6. Use proper grammar, punctuation & spelling
7. Use visual aids

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

F. Learner Outcomes Assessment

As noted on course syllabus

G. Special Information

None noted

