## 

# **MOHAWK VALLEY COMMUNITY COLLEGE**

# **UTICA AND ROME, NEW YORK**

# **COURSE OUTLINE**

**AA106 Business Communications C-3, P-0, Cr-3**

**COURSE DESCRIPTION:**

This course covers the fundamental principles of effective business correspondence, report writing, and oral communications. These principles are applied first to sentences and paragraphs, and then to specific types of business communications. It includes a review of spelling, vocabulary, punctuation, grammar, and composition as necessary.

**STUDENT LEARNING OUTCOMES:**

Upon completion of this course, the student should be able to:

1. Use basic writing skills and fundamental language skills including grammar, punctuation and composition.
2. Apply these skills to specific types of business communication – Informational reports, analytical reports, and minutes of meetings.
3. Compose a factual resume, letter of application, and follow–up letters.
4. Demonstrate knowledge of basic communication qualities and strategies; clarity, correctness, completeness, conciseness, courtesy and consideration.
5. Demonstrate effective communication in writing and use language to convey precisely what is intended.
6. Create videotaped oral speeches—three to five minutes per speech.

**Major Topics**

* Succeeding in the Social and Mobile Workplace
* Planning Business Messages
* Organizing and Drafting Business Messages
* Revising Business Messages
* Short Workplace Messages and Digital Media
* Positive and Neutral Messages
* Negative Messages
* Persuasive Messages
* Informal Reports
* Proposals and Formal Reports
* Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings
* Business Presentations
* The Job Search, Resumes, and Cover Messages
* Interviewing and Following Up