COURSE OUTLINE

CMM215

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Course Code: Title	CMM215: BUSINESS COMMUNICATION
Program Number: Name	:
Department:	COMMUNICATIONS
Semester/Term:	17F
Course Description:	This course provides employment-related theory and practice in written and oral reporting skills typical of a modern business or institution. The principles of writing are taught through the writing process.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	CMM115
Substitutes:	CMM210, CMM225, OEL106, PFP204
Essential Employability Skills (EES):	#1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. #2. Respond to written, spoken, or visual messages in a manner that ensures effective communication. #4. Apply a systematic approach to solve problems. #5. Use a variety of thinking skills to anticipate and solve problems. #6. Locate, select, organize, and document information using appropriate technology and information systems. #7. Analyze, evaluate, and apply relevant information from a variety of sources. #8. Show respect for the diverse opinions, values, belief systems, and contributions of others. #9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. #10. Manage the use of time and other resources to complete projects. #11. Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%,
Evaluation Process and Grading System:	

Evaluation Type	Evaluation Weight

Business Correspondence Written Assignments	45%
Communication skills (Portfolio)	10%
Formal report	25%
Job application package	10%
Oral Presentation(s)	10%

Course Outcomes and Learning Objectives:

Course Outcome 1.

Recognize and skillfully use the elements of communication theory (verbal and non-verbal) to make responses appropriate for specific audiences and purposes.

Learning Objectives 1.

- Demonstrate an understanding of the communication model and theory
- Identify the most effective channel of communication for the purpose and audience
- Recognize and interpret non-verbal communication
- Identify barriers to effective communication
- Practice overcoming communication barriers

Course Outcome 2.

Produce clear, concise, accurate, well-organized, college-level, business documents, researched if required, using suitable tone, style, formats, and electronic tools.

Learning Objectives 2.

- Identify clearly the purpose of the message and who the audience will be
- Identify the most effective method of communicating the message, identifying the purpose and content of all components
- Produce coherent, organized, complete, concise, correct documents
- Recognize and employ mechanical emphasis techniques in document design for audience appeal
- Recognize and use stylistic emphasis techniques in persuasive messages
- Produce a researched formal report using an assigned documentation style
- Demonstrate an understanding of the use of and incorporate graphics/illustrations in reports
- Use traditional and electronic sources for finding research materials
- Formulate recommendations based on analysis and logic
- Proofread and edit work
- Use the concepts of concise language

Course Outcome 3.

Gather, compile, apply, and present self-generated material and information from various sources (traditional and electronic, library, and non-library) using an assigned documentation format.

Learning Objectives 3.

- Analyze audience needs
- Investigate credible sources of information
- Select what is relevant, important, and useful
- Organize, draw conclusions, and make recommendations from the information

Course Outcome 4.

Demonstrate comprehension of material by producing accurate, coherent summaries

Learning Objectives 4.

- Read college-level materials for main and supporting ideas
- Demonstrate where to look for main ideas (thesis, introduction, conclusion, topic sentences in paragraphs, titles, headings, bolded words, etc.)
- Keep the author`s intent when paraphrasing (ethics)
- Use drafting, editing, and proofreading techniques for a concise, accurate, coherent summary

Course Outcome 5.

Contribute to the achievement of practical organizational goals through teamwork in pair or group activities.

Learning Objectives 5.

- Collaborate with peers on projects, case studies, research reports, role-playing, class activities, or other assigned activities
- Participate in peer editing of writing projects

Course Outcome 6.

Prepare and submit an effective job-application package.

Learning Objectives 6.

- Gather required data
- Identify one`s own skills, knowledge, and experience realistically
- Recognize audiences and organize information according to their needs
- Choose formats that best display and market one`s skills, knowledge, and experience
- Use software for appropriate document design for the resume and cover letter
- Use informative, specific language to present skills and experience
- Prepare employment-related communication as required
- Recognize successful interview strategies

Course Outcome 7.

Give well-organized, coherent, effective, oral presentations, using traditional and/or electronic visual aids where appropriate.

Learning Objectives 7.

- Locate, gather, and organize appropriate presentation materials
- Formulate and then support a clear thesis
- Use appropriate, effective vocabulary and style for the audience and purpose
- Prepare and use effective visual aids to enhance the presentation
- Use delivery techniques effectively in the presentation

Date: Tuesday, January 9, 2018

Please refer to the course outline addendum on the Learning Management System for further information.