### 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 one’s own actions, decisions, and consequences.

### Course Evaluation:

Passing Grade: 50%

### Evaluation Process and Grading System:

<table>
<thead>
<tr>
<th>Evaluation Type</th>
<th>Evaluation Weight</th>
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<tbody>
<tr>
<td>Course Outcomes and Learning Objectives:</td>
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<tr>
<td><strong>Course Outcome 1.</strong></td>
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<tr>
<td>Recognize and skillfully use the elements of communication theory (verbal and non-verbal) to make responses appropriate for specific audiences and purposes.</td>
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<tr>
<td><strong>Learning Objectives 1.</strong></td>
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<tr>
<td>• Demonstrate an understanding of the communication model and theory</td>
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<td>• Identify the most effective channel of communication for the purpose and audience</td>
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<td>• Recognize and interpret non-verbal communication</td>
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<td>• Identify barriers to effective communication</td>
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<td>• Practice overcoming communication barriers</td>
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<td><strong>Course Outcome 2.</strong></td>
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<tr>
<td>Produce clear, concise, accurate, well-organized, college-level, business documents, researched if required, using suitable tone, style, formats, and electronic tools.</td>
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<td><strong>Learning Objectives 2.</strong></td>
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<tr>
<td>• Identify clearly the purpose of the message and who the audience will be</td>
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<td>• Identify the most effective method of communicating the message, identifying the purpose and content of all components</td>
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<td>• Produce coherent, organized, complete, concise, correct documents</td>
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<td>• Recognize and employ mechanical emphasis techniques in document design for audience appeal</td>
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<td>• Recognize and use stylistic emphasis techniques in persuasive messages</td>
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<td>• Produce a researched formal report using an assigned documentation style</td>
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<td>• Demonstrate an understanding of the use of and incorporate graphics/illustrations in reports</td>
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<td>• Use traditional and electronic sources for finding research materials</td>
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<td>• Formulate recommendations based on analysis and logic</td>
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<td>• Proofread and edit work</td>
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<td>• Use the concepts of concise language</td>
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<td><strong>Course Outcome 3.</strong></td>
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<td>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.</td>
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<td><strong>Learning Objectives 3.</strong></td>
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</table>
• 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.