

NC 664: BUSINESS COMMUNICATIONS

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2022
Credits:	0
Lecture Hours :	20
Lab Hours:	0
Hours Arranged:	0
Outside of Class Hours:	40
Strongly Recommended:	An intermediate to advanced level of English language skills; basic understanding of Microsoft Word program.
Transferable to CSU:	No
Transferable to UC:	No
Grading Method:	Non-Credit Course

Catalog Course Description

The Business Communications course focuses on strategies for developing effective written and oral communication skills for use in the workplace and in business. A variety of written and oral forms of business communication will be covered, including e-mail, memos, letters, resumes, and presentations. There will be a review of basic business etiquette as well as job interview preparation. 20 lecture hours.

Course Objectives

- Understand the principles of effective writing.
- Comprehend and determine the use of positive, neutral, negative, and persuasive messages.
- Generate emails, letters, memos, and presentations for the workplace.
- Appreciate basic business etiquette.
- Know how to develop a resume and a cover letter for job seeking.
- Identify job interview strategies.

Major Course Content

1. Principles of effective writing
 - a. Organization
 - b. Length
 - c. Conciseness
 - d. Editing
 - e. Proofreading
2. Types of messages
 - a. Positive
 - b. Neutral
 - c. Negative
 - d. Persuasive
3. Communicating in Business
 - a. Email
 - b. Letters
 - c. Memos

- d. Presentations
 - i. Preparation
 - ii. Effectiveness
 - iii. Delivery
4. Business Etiquette
 - a. Basic skills at the office and online
 - b. Face-to-face communications
 - c. Phone, mail, and texting etiquette
 - d. Social media
 - e. Meetings
 - i. Face-to-face
 - ii. Virtual
5. Resumes
 - a. Format
 - b. Identify skills, both hard and soft
 - c. Cover letters
6. Interviews
 - a. Preparation
 - i. Research
 - ii. Attire
 - iii. Rehearsing
 - b. During an interview
 - c. Follow up

Suggested Reading Other Than Required Textbook

Students will need access to a computer or tablet. Other materials supplied and/or created by the instructor (e.g., PowerPoint presentations, videos, websites, handouts, and other documents)

Examples of Required Writing Assignments

Sentences and/or paragraphs explaining and encapsulating specific workplace scenarios using letter, memo, or email formats.

Examples of Outside Assignments

Conduct job seeking research on online sites. Research companies that are hiring through online search engines, libraries, or other methods.

Instruction Type(s)

Lecture, Online Education Lecture