

# 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