



**COWLEY COLLEGE
& Area Vocational Technical School**

COURSE PROCEDURE FOR

**BUSINESS COMMUNICATIONS
OFT1640 3 Credit Hours**

Student Level:

This course is open to students on the college level in either the freshman or the sophomore year.

Catalog Description:

OFT1640 - BUSINESS COMMUNICATIONS (3 hrs)

Students will learn principles that apply to the major types of business letters and the application of those principles in the actual construction of effective business letters and report writing. Emphasis on letter mechanics, organized thinking, and practical psychology.

Prerequisites:

Word processing ability and completion of either OFT1630 Business English or EBE2208 English

Controlling Purpose:

Business Communications is designed to cover the communication skills that are necessary in a high-technology global business environment. These skills include competencies in written and oral communication; an awareness of international, legal, and ethical issues; the ability to work collaboratively on group projects; and proficiency in using microcomputers.

Learner Outcomes:

Competencies will be developed in written and oral communication.

Units Outcomes and Criterion Based Evaluation Key for Core Content:

The following defines the minimum core content not including the final examination period. Instructors may add other content as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for

taking more advanced work in the same field, but without any major handicap of inadequacy in his background.

- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

Communication Foundations						
Outcomes: The student will learn the foundations of communicating in the workplace.						
A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Examine the process of communication
						Identify and describe the ways to overcome interpersonal communication barriers
						Understand and apply techniques for communicating in organizations
						Identify the skills needed to work in groups and teams
						Understand team development, roles, and conflict
						Understand the listening process and identify techniques for improving listening skills
						Identify the characteristics of successful teams and understand the importance of developing individual teamwork skills
						Develop an understanding of alternate meeting formats, including virtual meetings
						Learn how to use collaboration technology to facilitate meetings, manage projects, and make decisions
						*Develop a sensitivity to cultural differences and understand the importance of intercultural communication
						Demonstrate appropriate meeting techniques by participating in a mock business meeting
						*Work together to reach a common goal
						*Speak effectively to co-workers and supervisors using proper grammar and terminology
						*Participate in group and team verbal communications

Technology

Outcomes: The student will apply current technology in producing business documents with correct grammatical applications and will use various forms of technology for classroom assignments and research.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						*Apply electronic means of storage, printing, and retrieval of information
						Use the Internet for classroom assignments and research
						*Use and proper care for information technology equipment
						*Exhibit the safe use of tools and equipment

Writing Effective Communication

Outcomes: The student will analyze the purpose of a business message and apply the correct plan of organization in writing an effective communication.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Learn and apply techniques for analyzing, anticipating, adapting, researching, organizing, composing, revising, proofreading, and evaluating written documents
						Understand the legal responsibilities of written messages
						Create the appropriate type of written communication based on the message to be communicated
						Create business reports, proposals, and formal reports
						*Set priorities or the order in which several tasks will be accomplished
						*Set goals or standards for accomplishing a specific task
						*Determine specific activities to accomplish a task and order of procedures to accomplish the task
						*Estimate the time required to perform activities needed to accomplish a specific task. Evaluate and revise, if necessary
						*Locate information about duties, methods, procedures, and select tools, materials, and equipment, to perform the activities needed to accomplish a specific task

Individual Strengths

Outcomes: The student will analyze individual strengths and apply them in career communication.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						*Perform self-evaluation to determine strengths and weaknesses
						Develop a resume and accompanying application letter
						Develop an electronic employment portfolio
						Participate in simulated interview

Oral Presentation Techniques

Outcomes: The student will learn and apply oral presentation techniques.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Learn techniques for giving effective oral presentations
						Participate in a group project and deliver an oral presentation

*Denotes Workplace Competency Skills

Workplace Competency Skills						
Outcomes: Students will apply general workplace competency skills.						
A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Organize work space, work flow, and adjust to change when necessary
						Recognize or identify the existence of a problem given a specific set of facts
						Identify important information needed to solve a problem and generate alternative solutions to a problem
						Select a solution that represents the best course of action to pursue
						Demonstrate appropriate listening skills in all work situations
						Receive, confirm, and relay information in person and/or with technological equipment

Projects Required:

Employment Portfolio

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

Microcomputer

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Timeframe:

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the

amount of time needed to achieve the same course outcomes in a purely face-to-face format.

Refer to the following policies:

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.