Date Prepared: July 13, 2000

COURSE OUTLINE

___ New _x_ Revised Effective Date: Fall 2000

1. **COURSE PREFIX NUMBER**: AST 205 **CREDIT HOURS**: 3

2. **COURSE TITLE**: **Business Communications**

3. **PREREQUISITE**: ENG 111 or equivalent

4. **COURSE DESCRIPTION**: Teaches techniques of oral and written communications. Emphasizes writing and presenting business-related materials. Lecture 3 hours per week.

5. **CONTENT**: (Major Headings)

   a. Foundations for business communication
   b. Nonverbal, listening, and speaking skills
   c. Developing writing tools
   d. Developing written messages through the deductive and inductive methods
   e. Report writing and Employment communication

6. **GENERAL COURSE OBJECTIVES**:

   Upon successful completion of the course, the student will be able to
   a. demonstrate satisfactorily his/her ability to organize information, select the proper writing method, and write clear, concise, effective communications for a variety of situations.
   b. write a short business report, making use of statistical data presentation methods.
   c. demonstrate his/her understanding of the elements of the listening process and guidelines for effective listening.
   d. demonstrate an understanding of the principles for communicating on an international basis.