Course Prefix and Number:  AST 205                  Credits:  3

Course Title:  Business Communications

Course Description:  Teaches techniques of oral and written communications. Emphasizes writing and presenting business-related materials. Prerequisite: ENG 111 or equivalent. Lecture 3 hours per week.

General Course Purpose:  This course is designed for students who need to master oral and written communication techniques using current software.

Course Prerequisites and Co-requisites:
Prerequisite:  ENG 111 or equivalent

Student Learning Outcomes:
Upon completing the course, the student will be able to
a. Demonstrate polished grammar, punctuation, and usage skills necessary to create, proofread, and edit typical written business messages and oral presentations;

b. Prepare clear, concise, and well-organized e-mails, memos, letters, and reports;

c. Implement problem-solving and critical-thinking skills in preparing business messages and presentations;

d. Demonstrate professionalism while developing effective listening, nonverbal, meeting, team, and cross-cultural skills.

e. Gain hands-on experience in the use of digital tools for researching, reporting, composing, and interacting on the job;

f. Create customized, professional résumés, cover letters, and other employment messages and

g. Demonstrate superior interviewing techniques when applying for employment.

Major Topics to Be Included:

a. Foundations for business communication including proper grammar, punctuation, etc.

b. Nonverbal communication cues, listening, and speaking skills

c. Developing appropriate writing tools

d. Developing written messages through the deductive and inductive methods

e. Report writing and employment communication

Date Created/Updated (Month, Day, and Year):  January 25, 2019