

J. Sargeant Reynolds Community College
Course Content Summary

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. 3 credits

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

- Demonstrate polished grammar, punctuation, and usage skills necessary to create, proofread, and edit typical written business messages and oral presentations;
- Prepare clear, concise, and well-organized e-mails, memos, letters, and reports;
- Implement problem-solving and critical-thinking skills in preparing business messages and presentations;
- Demonstrate professionalism while developing effective listening, nonverbal, meeting, team, and cross-cultural skills.
- Gain hands-on experience in the use of digital tools for researching, reporting, composing, and interacting on the job;
- Create customized, professional résumés, cover letters, and other employment messages and
- Demonstrate superior interviewing techniques when applying for employment.

Major Topics to Be Included:

- Foundations for business communication including proper grammar, punctuation, etc.
- Nonverbal communication cues, listening, and speaking skills
- Developing appropriate writing tools
- Developing written messages through the deductive and inductive methods
- Report writing and employment communication

Effective Date/Updated: January 25, 2019