Course Outline

COLLEGE OF THE MARSHALL ISLANDS

CIP No. 23.1001

BUS 121 Business Communication
Alpha Number

Course Description

Introduces communication used for business and industry by means of various types of professional communications in both written and oral format. Students will practice communication skills such as writing memorandums, electronic messages, research reports, cover letters, resumes and presenting orally. Developing interpersonal skills, critical thinking and problem solving skills are also emphasized.

Course prepared by: BIT Department April 2007

<table>
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<tr>
<th>Hours per Week</th>
<th>Number of Weeks</th>
<th>Total Hours</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Lecture</td>
<td>3</td>
<td>16</td>
<td>48</td>
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<tr>
<td>Laboratory</td>
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<tr>
<td>Clinical</td>
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<td>Seminar</td>
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Total Credit Hours 3

Purpose of Course: Degree Requirement X

Degree Elective
General Education
Certification
Developmental
Other

Prerequisite(s) ENG 102, ENG 105 and BUS 101

Signature, Curriculum Committee Chairperson 3/25/2014

Signature, Dean of Academic Affairs 2/35/114

Signature, Vice President of Academic and Student Affairs 2/8/2014

Last Date reviewed or revised: February, 2014
I. Business Communication

Course Title

II. Course Objectives

A. General Outcomes

The students who complete this course will:

1. Understand the fundamentals of effective written, oral, and nonverbal business communications (BSD 1)
2. Develop skills in listening, speaking, and writing in the business and office environments (BSD 2, 3, 4, 5)
3. Know the challenges of international and cross-cultural communication (BSD 5)

B. Student Learning Outcomes:

Upon completion of this course the student will be able to:

1. Apply communication processes effectively
2. Utilize skills in listening, speaking, and writing in the business and office environments
   a. Write effective business messages, including business letters, memos, reports, resumes and employment applications
   b. Organize and present information effectively in oral and written reports and proposals
   c. Use guidelines for effective listening
   d. Explain the importance of nonverbal messages
3. Identify key resources in international and cross-cultural business communications

III. Course Content

This course explores the principles and forms of effective written, oral, and non-verbal communications as applied to businesses with emphasis on the ability to convey ideas to others.

1. Business communication fundamentals
2. Communication technology
3. Correspondence applications
4. Written report and proposal applications
5. Oral and non-verbal communication applications
6. Employment communication
7. International and cross-cultural business communication

IV. Methods of Instruction

1. Lecture
2. Discussion
3. Small group work
4. Case studies
5. Readings
6. Audio-visual aids
7. Field trips
8. Guest speaker

V. Equipment and Materials

1. Overhead projector
2. Television/VCR
3. Handouts

VI. Letter grades will be assigned per CMI Grading System.
Course History Summary

Course Number: **BUS 121 Business Communication (3)**

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<thead>
<tr>
<th>Date from Minutes</th>
<th>Action</th>
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<tbody>
<tr>
<td>2-10-09</td>
<td>Approved</td>
<td>2-18-09</td>
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<tr>
<td>2-24-14</td>
<td>Modified Course description to improve transferability</td>
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