



Course Syllabus

POFT 2312 – BUSINESS CORRESPONDENCE & COMMUNICATION

Revision Date: 10/1/2015

Catalog Description: Development of writing and presentation skills to produce effective business communications. The student will compose, produce, and present effective business documents appropriate to meet industry standards; apply critical evaluation techniques to business documents; and demonstrate the importance of coherent, ethical communication principles in business and industry.

Lecture hours = 3, Lab hours = 0

Prerequisites: : ENGL 1301 or POFT 1301; POFT 1429 or instructor approval

Semester Credit Hours: 3

Lecture Hours per Week: 3

Lab Hours per Week: 0

Contact Hours per Semester: 48

State Approval Code: 5205010000

Instructional Goals and Purposes: The purpose of this course is to teach students the principles of effective business communication and to apply those principles in analyzing business situations and determining and creating appropriate business communications.

Learning Outcomes:

1. Review and refine communications skills.
2. Learn and apply effective written communication techniques.
3. Determine and use proper psychological approach in writing situations.
4. Complete employment communications.
5. Explore the world of work.

Specific Course Objectives (includes SCANS):

After studying the material presented in the text and online, the student should be able to complete all behavioral/learning objectives listed below with a minimum competency of 70% on assignments and exams.

1. Review and refine communications skills.
 - a. Review basic grammar, punctuation, capitalization, number usage, spelling, and word division. (1a-i, 1a-ii, 1a-iv, 1a-v, 1b-v)
 - b. Evaluate listening skills and learn and apply effective listening techniques. (1a-i, 1b-v, 1c-iv)
 - c. Discuss and apply effective oral communication skills (i.e., telephoning, teleconferencing, informal and formal talk). (1a-ii, 1a-iv, 1a-v, 1c-iv)
 - d. Apply effective writing style in business situations. (1b-i, 1b-ii, 1b-vi)
 - e. Discuss and use electronic means of communication. (1a-i, 1a-ii, 2c-iv)
 - f. Observe and evaluate nonverbal language. (1a-i, 1a-ii, 1b-vi)
2. Learn and apply effective written communication techniques.

Course Syllabus Poft 2312 Business Correspondence

Tao Wei



Course Syllabus Pofit 2312 Business Correspondence:

Course Syllabus Poft 2312 Business Correspondence Book Review: Unveiling the Power of Words

In a world driven by information and connectivity, the power of words has become more evident than ever. They have the capacity to inspire, provoke, and ignite change. Such may be the essence of the book **Course Syllabus Poft 2312 Business Correspondence**, a literary masterpiece that delves deep into the significance of words and their effect on our lives. Written by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book's key themes, examine its writing style, and analyze its overall effect on readers.

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