



### 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.

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