

Date Prepared: July 13, 2000

COURSE OUTLINE

New Revised

Effective Date: Fall 2000

1. **COURSE PREFIX NUMBER:** AST 205 **CREDIT HOURS:** 3
2. **COURSE TITLE:** **Business Communications**
3. **PREREQUISITE:** ENG 111 or equivalent
4. **COURSE DESCRIPTION:** Teaches techniques of oral and written communications. Emphasizes writing and presenting business-related materials. Lecture 3 hours per week.
5. **CONTENT:** (Major Headings)
 - a. Foundations for business communication
 - b. Nonverbal, listening, and speaking skills
 - c. Developing writing tools
 - d. Developing written messages through the deductive and inductive methods
 - e. Report writing and Employment communication
6. **GENERAL COURSE OBJECTIVES:**

Upon successful completion of the course, the student will be able to

 - a. demonstrate satisfactorily his/her ability to organize information, select the proper writing method, and write clear, concise, effective communications for a variety of situations.
 - b. write a short business report, making use of statistical data presentation methods.
 - c. demonstrate his/her understanding of the elements of the listening process and guidelines for effective listening.
 - d. demonstrate an understanding of the principles for communicating on an international basis.