MSU-BOTTINEAU
Course Outline

Name of instructor: Keri Keith
Course Title and Number: BOTE 210, Business Communication
Credits: 3

Prerequisite: None

**Course Description:** This course introduces students to principles and composition of effective communication in business settings. Topics covered include verbal communication, nonverbal communication, group communication, listening, research methods, cross-cultural communication, job search techniques, ethics, and communication technology.


*Course Objectives:* (List which, if any, of the general education goals listed below each of your course objectives satisfies by writing the number of the goal beside the objective.)

After taking this course students should be able to:

- Describe the communication process.
- Develop effective messages.
- Adapt messages to the audience.
- Understand how cultural differences effect communication.
- Describe the message planning, writing and revising process.
- Explain how to build goodwill in business communications.
- Develop communications with a “you-attitude.”
- Create letters, memos and e-mails with proper formatting, professional style, and accuracy in grammar, spelling, punctuation, sentence structure, and format.
- Effectively create positive, informative, negative and persuasive messages.
- Understand the importance of listening and body language in interpersonal communication.
- Develop effective presentations and use visual effectively.
- Search for jobs, write resumes, write cover letters, and prepare for job interviews in an effective manner.

**Course Content:**

**Course Requirements and Evaluation:** Course requirements consist of class participation, projects, presentations, quizzes, and exams.

*Ten General Education Goals*

1) To develop the ability to communicate
2) To develop thinking skills
3) To develop knowledge and application of technology
4) To develop skills in mathematical computation
5) To develop an aesthetic appreciation for the world in which we live
6) To promote the management and use of physical activity
7) To develop a knowledge and application of science
8) To understand and appreciate cultural diversity
9) To develop lifelong learning skills
10) To foster interpersonal development

**Course Objectives (Sample)**

To develop skills analyzing and interpreting dramatic texts, demonstrated through discussions (Meets MSU-B General Ed. Goal #2)

- To develop your own critical analysis and interpretation through writing papers
- To become more familiar with dramatic terminology
- To explore dramatic texts through performance (Meets MSU-B General Ed. Goal #5)