Bemidji State University

COMM 4160: Business Communication

A. COURSE DESCRIPTION

   Credits: 3
   Lecture Hours/Week: 0
   Lab Hours/Week: 0
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None

   This course is intended to provide students with increased knowledge and communication competencies in a business setting. The course is divided into three sections, which allows students to analyze data and present recommendations to a simulated investing business committee. Students will execute higher-level excel functions, produce professional business correspondence based on excel data, and prepare and deliver individual and group presentations applicable to their findings. Overall, this course emphasizes the importance of professional communication used in business settings.

B. COURSE EFFECTIVE DATES: 08/06/2021 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

   1. Spreadsheets: Pivot tables, macros, vlookup, hlookup, charting
   2. Writing Communication skills: Email, memos, and reports
   3. Verbal Communication skills: Impromptu, individual, and group presentations

D. LEARNING OUTCOMES (General)

   1. demonstrate ability with advanced excel skills such as pivot tables, macros, vlookup, hlookup, and charting.
   2. demonstrate ability to craft effective correspondence utilizing business memos, business reports, and email.
   3. demonstrate ability to deliver individual and group reports through verbal communication.
   4. integrate facets of the Microsoft Office suite into a cohesive structure.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

   None

F. LEARNER OUTCOMES ASSESSMENT

   As noted on course syllabus

G. SPECIAL INFORMATION

   None noted