

Minnesota State University Moorhead

COMM 301: Business and Professional Communication

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Focuses on the application and practice of both oral and written communication skills for a variety of business and professional situations including job interviews, team and group interactions, and public presentations. This course also provides opportunities for students to explore issues of diversity and technology as related to professional communication.

B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Self-exploration of vocation ¿What am I looking for¿ paper
2. Issues in Business and Professional Communication ¿ research articles and team presentation
3. Career exploration ¿Career Research Paper¿
4. Selection interview preparation paper
5. Selection mock interview and follow up
6. Resume and Cover letter building
7. Persuasive presentation speech

D. LEARNING OUTCOMES (General)

1. Understand the importance of written and oral communication in the workforce.
2. Develop an effective resume and cover letter
3. Prepare for interview questions.
4. Understand how to interview effectively.
5. Understand how to prepare and deliver business-oriented presentations
6. Understand the role of electronic communication and how to choose various communication formats.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted