ADSC 1206: Written Business Communications

A. COURSE DESCRIPTION

Credits: 4
Lecture Hours/Week: 4
Lab Hours/Week: 0
OJT Hours/Week: *.*

Prerequisites:
This course requires both of these prerequisite categories
1. ADSC 1031 - Business English Skills
   And
2. Any one of these six
   ENGL 0900 - Essential Reading and Writing Strategies (Minimum grade: 2.0 GPA Equivalent)
   READ 0900 - Reading Skills
   READ 0960 - Preparing for College Reading (Minimum grade: 2.0 GPA Equivalent)
   SSAC 0905 - Summer Scholars Academy-Reading
   A score of 250 on test Accuplacer NG Reading
   A score of 250 on test Accuplacer NG COMP Reading

Corequisites: None
MnTC Goals: None

This course covers the process of creating effective business messages. Communication skills will be developed by composing business correspondence. Proper grammar, spelling, punctuation, and capitalization rules will be reviewed. Projects will focus on effective writing with an emphasis on positive, negative, informative, and persuasive messages. Writing for technology applications such as email, social media, and blogs is included along with job-search documents including a resume and cover letter. (Prerequisites: ADSC 1031 and ENGL 0900 or appropriate test score.) (4 credits lecture/0 credits lab)

B. COURSE EFFECTIVE DATES: 05/31/2016 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Written business communication skills
2. Digital business communication skills
3. Grammar and punctuation
4. Situation-specific writing techniques
D. LEARNING OUTCOMES (General)
1. Explain the importance of communication skills to career success.
2. Write clear, concise, grammatically correct business messages.
3. Discuss the value of acknowledging communication differences across cultures in the global workplace.
4. Employ written and digital communication and collaboration techniques to writing business messages.
5. Use appropriate business message design, direct or indirect, based upon the business scenario being addressed.
6. Create a customized resume and cover letter
7. Communicate utilizing digital job search tools.
8. Demonstrate professionalism in all course e-mail, discussion board, and classroom communications.
9. Articulate and understanding of appropriate use of communication channels; for example, letters, e-mails, texting, and social media, in a business setting.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
None

F. LEARNER OUTCOMES ASSESSMENT
As noted on course syllabus

G. SPECIAL INFORMATION
None noted