2/7/2025 DATE
☑ REQUIRED COURSE
☑ ELECTIVE COURSE

BUS DIVISION
☐ NEW COURSE
☑ REVISION

Lake Land College

Course Information Form

COURSE NUMBER:	BUS-141		**TITLE:** *(30 Characters Max)*	Business Communications							
SEM CR HRS:	3.0	**Lecture:**	3.0	**Lab:**	0.0	**ICCB Lab:**	0.0	**ECH:**	3.0		
Course Level:	☐ Gen Ed / IAI ☐ Career/Technical ☑ Baccalaureate /Non-IAI ☐ Dev Ed/ Not in Degree Audit			**Clinical Practicum:**	0.0	**Work-based Learning:**	0.0	**WBL ECH:**	0.0		
COURSE PCS #	12 - 23.1303		**IAI Code**	N/A				**Contact Hours (Minutes/Week)**			
Repeatable (Y/N):	N	**Pass/Fail (Y/N):**	N	**Variable Credit (Y/N):**	N	**Min:**		**Max:**		**16 Wks**	150	**8 Wks**	300
Prerequisites:	None										
Corequisites:	None										
Catalog Description: (40 Word Limit)	Provides students with practical strategies for improving written and oral communication, including employment communication, in business settings.										

	List the Major Course Segments (Units)	Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Work-based Learning
1	Communication foundations	8			
2	The writing process in the digital era	10			
3	Workplace communication	12			
4	Employment communication	8			
5	Presentations	7			
	TOTAL	45	0	0	0

EVALUATION							
QUIZZES	☑	**EXAMS**	☐	**ORAL PRES**	☑	**PAPERS**	☐
LAB WORK	☐	**PROJECTS**	☑	**COMP FINAL**	☐	**OTHER**	☐

COURSE MATERIALS		
TITLE:	Ebook: Business Communication Process and Product	
AUTHOR:	Mary Ellen Guffey & Dana Loewy	
PUBLISHER:	Cengage Learning	
VOLUME/EDITION/URL:	10th Edition	
COPYRIGHT DATE:	2022	

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		The student will be able to:
Communication foundations	8	1. Discuss how effective nonverbal communication can help advance your career. 2. Improve your competitive edge by developing professionalism, etiquette and intercultural effectiveness 3. Explain why teamwork is important in the digital era workplace.
The writing process in the digital era	10	1. Identify intended purpose and audience of a message, and select the best communication channel. 2. Apply expert writing techniques that improve business messages. 3. Demonstrate writing techniques that simplify and clarify business messages.
Workplace communication	12	1. Analyze the structure and characteristics of good business letters. 2. Write effective positive persuasive, or negative workplace messages. 3. Examine emails and memos in the digital era workplace.
Employment communication	8	1. Prepare an effective cover letter, resume, and references. 2. Discuss methods to prepare for an interview. 3. Identify search strategies for a job search.

Presentations	7	1. Prepare, organize, and deliver an effective oral presentation using contemporary visual aids. 2. List techniques for improving telephone skills to project a positive image.
	45	

Outcomes*	Outcome Title	At the successful completion of this course, students will be able to:
Course Outcome 1	Workplace Messages	Write effective positive, persuasive or negative workplace messages.
Course Outcome 2	Employment Comm	Prepare effective employment communication.
Course Outcome 3	Oral Presentation	Prepare and deliver and effective oral presentation.
Primary Laker Learning Competency	Communication: Students communicate through the exchange of information.	
Secondary Laker Learning Competency	Professional Skills & Ethics: Students demonstrate professional skills and ethical accountability.	

**Course and program outcomes will be used in the software for outcomes assessment and should include at least 1 primary and 1 secondary Laker Learning Competency. Limit to 3-5.*