



COURSE SYLLABUS

PO Box 1189
1042 W. Hamlet Avenue
Hamlet, NC 28345
(910) 410-1700
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COURSE: BUS 260 BUSINESS COMMUNICATIONS

HOURS: Lecture: 3 Lab/Shop: 0 Work Exp/Clinical: 0 Credits: 3

COURSE DESCRIPTION:

This course is designed to develop skills in writing business communications. Emphasis is placed on business reports, correspondence, and professional presentations. Upon completion, students should be able to communicate effectively in the workplace.

PREREQUISITE(S): ENG 111

COREQUISITE(S): None

TEXTBOOK(S) & OTHER SPECIAL REQUIREMENTS:

Open Educational Resources (OER) are listed in the course Moodle.

STUDENT LEARNING OUTCOMES:

Upon successful completion of this course, the student will be able to:

1. Write a variety of general business letters including: letters of acknowledgement, letters of direction, letters of persuasion, collection letters, and bad-news letters.
2. Write correspondence relating to job search and applications, including letters of acceptance and refusals.
3. Summarize business material and create informative abstracts.
4. Create a short business report, such as an activity or progress report.
5. Write an executive summary for a longer business report.
6. Create documents relating to business meetings including an agenda and minutes.
7. Create an effective Power Point presentation based on researched business information.
8. Adapt business correspondence to conform to etiquette conventions of other countries.

*****Please refer to the online version of the Richmond Community College Program & Course Catalog and the Student Handbook for current academic and general information.**