

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: AST 205

Credits: 3

Course Title: Business Communications

Course Description: Teaches techniques of oral and written communications. Emphasizes writing and presenting business-related materials. Prerequisite: ENG 111 or equivalent. Lecture 3 hours per week.

General Course Purpose: This course is designed for students who need to master oral and written communication techniques using current software.

Course Prerequisites and Co-requisites:

Prerequisite: ENG 111 or equivalent

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Demonstrate polished grammar, punctuation, and usage skills necessary to create, proofread, and edit typical written business messages and oral presentations;
- b. Prepare clear, concise, and well-organized e-mails, memos, letters, and reports;
- c. Implement problem-solving and critical-thinking skills in preparing business messages and presentations;
- d. Demonstrate professionalism while developing effective listening, nonverbal, meeting, team, and cross-cultural skills.
- e. Gain hands-on experience in the use of digital tools for researching, reporting, composing, and interacting on the job;
- f. Create customized, professional résumés, cover letters, and other employment messages and
- g. Demonstrate superior interviewing techniques when applying for employment.

Major Topics to Be Included:

- a Foundations for business communication including proper grammar, punctuation, etc.
- b Nonverbal communication cues, listening, and speaking skills
- c Developing appropriate writing tools
- d Developing written messages through the deductive and inductive methods
- e Report writing and employment communication

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