Course Description

Effective communication skills are essential to success in the workplace, and the emergence of email, social networking, and other such tools has required people to re-evaluate how they communicate in the workplace. This course is designed to develop and strengthen written communication skills in the workplace, specifically in the electronic arena. The students are to understand the importance of becoming an effective business communicator in today’s changing workplace.

Course Goals

By the end of this course, students should be able to:

- Understand and demonstrate the use of basic and advanced proper writing techniques that today’s technology demands, including anticipating audience reaction;
- Write effective and concise emails, letters and memos;
- Proofread and edit copies of business correspondence;
- Use writing skills that are needed to succeed, such as observing business etiquette;
- Use email effectively and efficiently; and
- Utilize electronic presentation software.

Students with Disabilities and Veterans

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Driftwood 101.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.
Course Schedule

This course is expected to take place over two class periods, each three hours in length.

Class 1

A. Overview of communication in business (0.5 hours)
   1. Communication and organizational effectiveness
   2. Perception and conception
   3. Formal and informal communication systems
   4. Communication networks and communication technology

B. Intercultural communication (0.5 hours)
   1. Taken-for-granted assumptions
   2. Cultural foundations (values, religion, patterns for decision-making)
   3. Profiles of diverse cultures
   4. Communicative implications for managers

C. Effective business writing (2 hours)
   1. Style, word-usage, organization, mechanics, and form (including electronic mail with attached documents) for specific objectives
   2. Primary and secondary research for business report-writing including electronic databases
   3. Revising and proofreading
   4. Writing for maximum effect; using language checkers
   5. Writing effectively in various business writing formats:
      A. Emails
      B. Letters
      C. Reports

Class 2

A. Effective business writing cont’d (1 hour)
   5. Writing effectively in various business writing formats:
      D. Contracts/Agreements, including electronic signatures
      E. Social Media (LinkedIn; Facebook) – Where business and personal writing merge

E. Legal and ethical considerations for business communicators (1 hour)
   1. Equal employment opportunity
   2. Invasion of privacy
   3. Misrepresentation and fraud
   4. Ethical perspectives and their implications for responsible communication

G. Protecting yourself (1 hour)
   1. Metadata
2. Social Networking
3. PDFs
4. Read receipts
5. Viruses/Malware