

MNGT/ENGL 239

Business Communications

3 Credits

Community College of Baltimore County
Common Course Outline

Description

MNGT/ENGL 239 – Business Communications: is a course in which students are introduced to the skills and practices that assist in developing communication strategies in business. Students explore how to communicate in written and oral form using standard practices for communicating within and across business sectors. Students practice the fundamentals of business writing and oral presentation as they exist in different professional contexts and settings. NOTE: MNGT 239 is the same as ENGL 239. Earn credit for one only.

Pre-requisites: MNGT 101 and C or better in ENGL 101

Overall Course Objectives

Upon completion of this course, students will be able to:

1. describe how technology and social media shape intercultural communication in global businesses;
2. apply writing and speaking techniques that improve the effectiveness of business messages;
3. create messages that translate ideas and thoughts into effective strategies;
4. analyze the effectiveness of a business message;
5. discuss a business organization's external and internal social media practices;
6. write messages that make requests, provide responses, and offer instructions;
7. describe the direct and indirect strategies for communicating unfavorable messages;
8. craft persuasive messages that request action or responses;
9. apply typical report formats and effective report headings;
10. conduct research for reports using print and electronic resources;
11. write short information and analytical reports;
12. outline the steps in the process of writing formal business reports;
13. name the techniques and practices for successful face-to-face and virtual communication;
14. create an effective business presentation; and
15. utilize strategies and digital tools that enhance the job search and job interview.

Major Topics

- I. Culture and communication
- II. The writing process
- III. Writing techniques
- IV. Digital communication
- V. Business reports and proposals
- VI. Documenting sources

The Common Course Outline (CCO) determines the essential nature of each course.
For more information, see your professor's syllabus.

- VII. Professionalism and business etiquette
- VIII. Business presentations
- IX. Job search and interviewing
- X. Resumes and cover letters

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- oral presentation with visual aids
- formal written report
- three discussions
- two module tests
- job application process project

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

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