



**TRINITY VALLEY COMMUNITY COLLEGE
ADMINISTRATIVE-MASTER SYLLABUS**

The Administrative- Master Syllabus is an administrative tool; it is **not intended to be distributed to students.** It is the intention of this Administrative-Master Syllabus to provide a general description of the course, outline the required elements of the course and to lay the foundation for course assessment for the improvement of student learning, as specified by the faculty of TVCC, regardless of who teaches the course, the timeframe by which it is instructed, or the instructional method by which the course is delivered. It is not intended to restrict the manner by which an individual faculty member teaches the course but to be an administrative tool to aid in the improvement of instruction. The Administrative-Master Syllabus will demonstrate that there is consistency and comparability in course offerings.

Course Title

BUSINESS COMMUNICATIONS AND CORRESPONDENCE

Course Prefix and Number

POFT 2312

Department – Division

Business and Computer Science Division

Course Type – select from one of the following categories.

- Academic General Education Course (from ACGM – but not in TVCC Core)
- Academic TVCC Core Course
- WECM Courses

Semester Credit Hours: Lecture Hours: Lab/other hours

Semester Credit Hours	Lecture Hours	Lab/Other* Hours
3	3	0

Other hours include practicum, clinical or other types of non-lecture instruction. *If other, please specify: _____

Course Catalog Description

This course is designed to develop skills in all phases of business communication including writing, listening, speaking, reading and interpreting nonverbal cues. Primary emphasis is placed on developing sound skills for writing letters, memos, reports, and correct telephone procedures and techniques. Awareness of electronic advances in information processing and management and their impact on communication is also included.

Prerequisites/co requisites

None; Business English recommended

Topical Outline

1. The Communication Cycle
2. Listening Skills
3. The Six Cs of Effective Messages
4. The Communication-by-Objectives Approach
5. Communication and Technology
6. E-Mail Techniques
7. Telephone Techniques
8. Good News and Neutral News Messages
9. Bad News Messages
10. Persuasive Messages
11. Job Searches, Resume's, and Cover Letters
12. Applications, Interviews, and Follow-up Messages
13. Preparation and Evaluation of Employment Kit
14. On-going Grammar Refresher Activities
15. On-going Proofreading Activities

Course Learning Outcomes

1. Explain the process of communication.
2. Plan and develop messages that achieve the message objective and maintain goodwill by using the CBO approach, an appropriate message strategy, and basic message qualities.
3. Develop acceptable communication skills to produce clear, complete accurate messages.
4. Use message strategies and formats appropriate for professional communication situations.
5. Develop and apply critical thinking skills when determining solutions for communication-related problems.
6. Write/discuss employment communications.
7. Discuss effective listening techniques.

Relationship to General Education Outcomes – In addition to the core competencies, Trinity Valley Community College has established ten general education goals which specify knowledge and skills that students should gain from completing courses in the various component areas of the core curriculum. Information regarding curriculum and assessment as a means for the improvement of student learning through the general education component. (Select all that apply.)

Mark with an "X"	General Education Outcome
X	A. To communicate clearly and effectively in both oral and written English.
	B. To improve reading skills focused on comprehending, analyzing, interpreting, and evaluating printed materials.
	C. To understand mathematical information and utilize mathematical skills.
	D. To demonstrate qualitative and quantitative critical thinking skills.
	E. To understand and appreciate cultural and ethnic diversity.
	F. To utilize computer based technology in accessing information, solving problems, and communicating.
	G. To recognize and evaluate artistic achievements in the visual and performing arts.
	H. To improve basic understanding of political, economic, and social systems.
	I. To demonstrate knowledge of the physical universe and living systems.
X	J. To develop skills and strategies to become an engaged learner.

Required Text(s)

Copy of current text book from the [Trinity Valley Community College Book Store](#).

Optional Text(s)

None

Material/Technology to be supplied by the student.

- Notebook or folder in which to submit and keep work
- Pens or pencils for note-taking and writing exercises as necessary
- A Handbook for Office Workers- Current Edition
- Dictionary-Desk Style
- One package of bond paper for letters, and employment materials

Course Requirements/Grading System – describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course; not intended to restrict the individual nature by which each faculty member who teaches the course determines course requirements and final student performance, but should offer consistency within reason for all sections taught for those departments without a standardized format.

Grading Criteria:

1. Chapter Reviews
2. Two Unit Application Tests
3. Class and homework assignments
4. Final Project

Grade Assignment:

- | | | |
|----|-------------------------------------|---|
| 1. | 90 – 100 % of total possible points | A |
| 2. | 80 - 89% of total possible points | B |
| 3. | 70 - 79% of total possible points | C |
| 4. | 60 - 69% of total possible points | D |
| 5. | Less than 60 % | F |

Approvals – the contents of this document have been reviewed and are found to be accurate.

Prepared by	Signature	Date
Department Head	Signature	Date
Division Chair	Signature	Date
Vice President	Signature	Date