

OBU005 – BUSINESS COMMUNICATION

Credit Hours: 3 Semester Hours
Pre-Requisite: None
Related TAG: Business
General Course Description: This course introduces foundational business communication principles and practices. Students will learn to analyze different communication situations; to plan and design oral and written communications; to communicate effectively using appropriate formats, styles, and technologies; and to apply critical thinking and problem-solving skills in order to achieve desired communication objectives.
A minimum of 70% of the Student Learning Outcomes, including essential outcomes marked with an asterisk (*), must be met.
1. Analyze communication situations and select and use appropriate audience-focused approaches for professional business communication.*
2. Plan, draft, revise, and proofread written work - individually or collaboratively - consistent with professional business standards.*
3. Write executive summaries.
4. Design and present oral communication - individually or collaboratively - consistent with professional business standards.*
5. Select or create and use appropriate graphics consistent with professional business standards.
6. Use digital technology to achieve communication objectives.*
7. Write various business correspondences, including internal and external to the business organization.*
8. Conduct, analyze, and report results of business research (including use of proper citation, as required).
9. Develop communication appropriate to the job search.

**BUSINESS TAG: BUSINESS COMMUNICATION TAG COURSE
FACULTY PARTICIPANTS
February-March 2017**

Name	Institution
Connie Golden (Co-Lead)	Lakeland Community College
Heidi McKee (Co-Lead)	Miami University
Patti Hanna-Garlitz	Bowling Green State University
Dawn Poole	Clark State Community College
Debbie Ghosh	Cleveland State University
Susan Burris	Owens Community College
Tom Beery	Rhodes State College
Janice Johnson	Shawnee State University
Beth Williams	Stark State College
Ty Shepfer	The Ohio State University
Elizabeth (Betsy) DuWaldt	The University of Akron