



Alabama Community College System

OAD 133 Business Communications Plan of Instruction

COURSE DESCRIPTION

This course is designed to provide the student with skills necessary to communicate effectively. Emphasis is on the application of communication principles to produce clear, correct, logically-organized business communications. Upon completion, the student should be able to demonstrate effective communication techniques in written, oral, and nonverbal communications.

CRITICAL COMPETENCIES

- Apply basic knowledge of the writing process.
- Apply basic knowledge of composing routine business messages.
- Apply basic knowledge of composing formal and informal reports.
- Apply basic oral communication skills.

CREDIT HOURS

Theory	3 credit hours
Total	3 credit hours

NOTE:

NOTE: Information contained in this plan of instruction reflects minimum competencies based on business and industry needs and certification standards for individuals completing this program of instruction. Additional competencies may be added at the instructor's discretion based on business and industry standards and student learning needs.

PREREQUISITE COURSE

Determined by College, unless otherwise stated.

Student Learning Outcomes

Industry/Professional Competencies		KSA Indicator
1.0	The Writing Process	
1.1	Explain the communication cycle.	1
1.2	Explain the three phases of the writing process.	1
1.3	Explain the “C”s of effective messages.	2
1.4	Explain effective techniques for proofreading routine messages.	2
1.5	Demonstrate an understanding of the use of active voice, passive voice and parallelism in messages.	2
1.6	Contrast formal and informal methods of researching data and generating ideas for messages.	3
1.7	Compare and contrast direct and indirect patterns for organizing ideas.	3
2.0	Composing Routine Business Messages	
2.1	Explain the attributes of goodwill, persuasive and indirect messages.	2
2.2	Demonstrate the ability to compose a variety of business letters.	3
2.3	Explain the process of the indirect pattern in refusing requests, refusing claims, and announcing bad news to customers and employees.	2
3.0	Composing Formal and Informal Reports	
3.1	Define the guidelines for developing formal/information reports.	1
3.2	Demonstrate an understanding the use of justification/recommendation reports.	2
3.3	Demonstrate an understanding of the purpose of feasibility reports.	2
3.4	Describe the use of information and progress reports.	2
4.0	Oral Communication Skills	
4.1	Explain the importance of using an outline.	1
4.2	Demonstrate an understanding of the purpose and use of primary data in a presentation.	2
4.3	Demonstrate an understanding of the verbal and nonverbal skills necessary for an effective presentation.	2