

MGMT-314 : Business Communication

This course focuses on building skills, practices and strategies to enable students to effectively and efficiently communicate in a variety of business and professional contexts based on audience analysis and need. Students will explore how to communicate in written and oral form by practicing fundamental business communiques including email memoranda, formal business letters, executive summaries, reports, papers and presentations. Emphasis will be on use of persuasive and engaging content and delivery appropriate for professional context, audience need and desired project outcomes. Students will explore their unique writing and speaking voice within the framework of the course assignments. Attention will be placed on writing as thinking as a means of effectively communicating the intended message in rhetorically sound, grammatically correct and professionally suited ways for varying business situations. Program Objectives

Credits 3

Prerequisites

Take College Writing (LITC-100).