**GEB3213  Advanced Communications in Business**

**Course Description:** Student will develop effective and efficient oral and written communications skills that can be applied in professional business settings. Topics include formal and informal writing, preparation of reports, creation of business proposal, written correspondence, and presentations. (3 hr. lecture)

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<tr>
<th>Course Competency</th>
<th>Learning Outcomes</th>
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| **Competency 1:** The student will demonstrate an understanding of formal writing in the workplace by: | 1. Communication  
3. Critical thinking  
8. Computer / Technology Usage |
| 1. Examining common professional writing formats such as email, memo, letter, report, and other documents.  
2. Evaluating written reports.  
3. Distinguishing between professional and technical writing.  
4. Applying the American Psychological Association (APA) style in writing. | |
| **Competency 2:** The student will demonstrate the ability to prepare professional reports by: | 1. Communication  
3. Critical thinking  
8. Computer / Technology Usage |
| 1. Comparing formal and informal written reports.  
2. Selecting appropriate writing format for the intended audience.  
3. Creating formal report. | |
| **Competency 3:** The student will demonstrate the ability to analyze the effectiveness of oral and written communication techniques by: | 1. Communication  
3. Critical thinking  
8. Computer / Technology Usage |
| 1. Analyzing verbal and non-verbal communication techniques.  
2. Describing the value of using appropriate communication methods.  
3. Explaining the importance of being an effective business communicator.  
4. Utilizing appropriate verbal and non-verbal techniques. | |
| **Competency 4:** The student will demonstrate the ability to utilize appropriate methods for internal and external communication by: | 1. Communication  
3. Critical thinking  
8. Computer / Technology Usage |
| 1. Assessing the audience knowledge.  
2. Selecting appropriate methods for communication. | |
### Competency 5: The student will apply techniques for improving writing skills by:

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<td>1.</td>
<td>Demonstrating mastery of grammar, mechanics, and style.</td>
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<td>2.</td>
<td>Assessing components of complete and incomplete sentence.</td>
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<td>3.</td>
<td>Developing informational, persuasive, and professional reports.</td>
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### Competency 6: The student will demonstrate the ability to communicate with audience using different channels by:

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<td>1.</td>
<td>Selecting appropriate channels to communicate with audience utilizing appropriate email, online meeting platforms, social media, and presentation to communicate.</td>
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<tr>
<td>3.</td>
<td>Delivering appropriate multi-media presentation to an audience.</td>
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