Miami Dade College

Course Description
GEB3213 | Advanced Communication in Business | 3.00 credits
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.

Course Competencies:
Competency 1: The student will demonstrate an understanding of formal writing in the workplace by:
1. Examining standard 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. Comparing formal and informal written reports
2. Selecting the appropriate writing format for the intended audience
3. Creating formal reports

Competency 3: The student will demonstrate the ability to analyze the effectiveness of oral and written communication techniques by:
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. Assessing the audience's knowledge
2. Selecting appropriate communication methods

Competency 5: The student will apply techniques for improving writing skills by:
1. Demonstrating mastery of grammar, mechanics, and style
2. Assessing components of complete and incomplete sentences
3. Developing informational, persuasive, and professional reports

Competency 6: The student will demonstrate the ability to communicate with the audience using different channels by:
1. Demonstrating appropriate channels to communicate with the audience utilizing appropriate email, online meeting platforms, social media, and presentations
2. Analyzing electronic communications
3. Delivering appropriate multi-media presentation to an audience

Learning Outcomes:
- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Use computer and emerging technologies effectively