



# AL MUSANNA COLLEGE OF TECHNOLOGY

## DEPARTMENT OF BUSINESS STUDIES

<b>ENGL 1208</b>	<b>Business Communication</b>	<b>3 Credit Hours</b>
<b>Prerequisites:</b>	<b>ENGL 1100 (Advance Writing I) &amp; ENGL 1200 (Advance Writing II)</b>	
<b>Goal</b>	To introduce students to the relevant and appropriate business communication skills which will provide the basis for further enhancement and development in later courses to enable them to communicate effectively in a realistic business settings	
<b>Objectives</b>	<b>Outcomes</b>	
<p>The course should enable the student to:</p> <ol style="list-style-type: none"> <li>1. The theoretical-part of communication (background and sources of communication theory).</li> <li>2. The practical-part of communication (the tools of Communication as it applied).</li> <li>3. The applications of communication (presentations, literacy...etc.).</li> </ol>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Choose and use communication methods and strategies appropriate to specific business situations including the proper use of telephone, fax, and email.</li> <li>2. Record and summarize information, instructions, and ideas to help solve business problems.</li> <li>3. Apply commonly accepted standards of legal and ethical behavior when carrying out business communications.</li> <li>4. Plan and prepare for the formal and informal meetings.</li> <li>5. Apply a variety of communication skills, methods, and strategies to communicate effectively in business situations</li> <li>6. Work independently and as a member in a team.</li> <li>7. Apply appropriate formatting techniques to create word-processed business documents.</li> <li>8. Apply interpersonal and team work skills to generate solutions to business problems and challenges.</li> </ol>	