

Dakota County Technical College

SMGT 1242: Effective Business Communication

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Learn and practice skills to communicate your message directly and effectively to generate the desired results, whether in a meeting, presentation or written media. Integrate multi-media to support your ideas. Assess your audience prior to communicating to maximize effectiveness. Facilitate group participation including handling disruptive behavior. Learn and apply skills in any situation to achieve win-win negotiations.

B. COURSE EFFECTIVE DATES: 08/01/2001 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. analyze the audience
2. assess organizational communication
3. conduct integrated briefing, formal and informal presentations
4. contrast briefings, formal and informal presentation styles
5. describe confidence building techniques
6. determine the communication medium/channel needed to effectively deliver message
7. develop ice breakers
8. develop visual aids
9. devise techniques to handle conflict situations
10. differentiate between facilitation, instructor, presenter and meeting leader
11. discuss logistics involved
12. discuss low and high structure one on one communication
13. effectively use questioning techniques
14. evaluate meeting/presentation for information overload
15. explain the role that perception plays in communication
16. explain various communication styles
17. integrate multi-media in presentations
18. meet meeting/presentation expectations
19. prepare self for meeting/presentations
20. respond to non-verbal feedback
21. allocate time needed for agenda topics
22. avoid common writing pitfalls
23. choose appropriate language and style based on audience
24. compose short, concise correspondence
25. define negotiations
26. describe formal and informal reports
27. describe negotiation process
28. determine follow-up needed
29. develop an effective agenda
30. differentiate between a persuasive, instructional or informational meeting/presentation
31. discuss surveying and questionnaire
32. explain documentation in meetings/presentations
33. explain formats of different types of business letters
34. explain how to incorporate problem solving techniques to aid in decision making
35. explain interview techniques to gather information
36. explain the need for transitions, summaries and conclusions
37. explain when email use is appropriate
38. facilitate a meeting
39. interpret various writing for true or perceived meanings
40. make effective use of email
41. preparation needed before writing
42. prepare to negotiate
43. use correct paragraph and sentence structure
44. use effective listening techniques

45. use effective non-verbal techniques
46. use ground rules
47. write effective business letters
48. writing research papers

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted