

Northern Marianas College

CURRICULUM ACTION REQUEST

Course: MG206 Business Communication

Effective Semester / Session: Spring 2024

Type of Action:

- New
- Modification
- Move to Inactive (Stop Out)
- Cancellation

Course Alpha and Number: MG206

Course Title: Business Communication

Reason for initiating, revising, or canceling:

This course guide is being updated to reflect a change in Required/Recommended Textbook(s) and Related Materials.



Jamin Dela Cruz

Jan 11, 2024

Proposer

Date

Barbara Hunter

Barbara C. Hunter

Jan 11, 2024

Academic Unit Head

Date


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Language & Format Review Specialist

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Interim Dean of Academic Programs & Services

Date

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1. Department

School of Business

2. Purpose

The purpose of this course is to help students improve their business communication skills in preparation for their future jobs and careers. This course emphasizes the development of both oral and written skills for effective business communication. It covers intercultural communication, workplace ethics and etiquette, planning, writing and editing business messages, email etiquette, and delivering speeches and oral presentations. The course also covers practical skills when communicating in teams, dealing with supervisors, peers, and subordinates in an office environment, resume writing, and interviewing skills.

3. Description

A. Required/Recommended Textbook(s) and Related Materials

Required:

Cengage Unlimited: all textbooks and related materials are included in this online learning platform.

Recommended: N/A

B. Contact Hours

1. **Lecture:** 3 per week / 45 per semester
2. **Lab:** None
3. **Other:** None

C. Credits

1. **Number:** 3
2. **Type:** Regular Degree Credits

D. Catalog Course Description

This course emphasizes the development of both oral and written skills for effective business communication. It covers intercultural communication, workplace ethics and etiquette, planning, writing and editing business messages, email etiquette, delivering speeches and oral presentations. The course also covers practical skills when communicating in teams, dealing with supervisors, peers, and subordinates in an office environment, resume writing and interviewing skills. Prerequisites: MG231, CS103; English Placement Level: EN101; (Offered Fall and Spring).

E. Degree or Certificate Requirements Met by Course

This course is required for the B.S. in Business Management, B.S. in Business Management: Accounting Concentration, A.A. degree in Business, A.A.S.

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degrees in Business Administration with emphasis in Accounting, Business Management, Hospitality Management, and Computer Applications, and the Certificate in Completion in Business Management and Small Business Management.

F. Course Activities and Design

Course activities include: short lectures, discussions, simulations, reading and writing assignments, small group activities, guest speakers, videos, oral presentations, and other related instructional activities.

4. Course Prerequisite(s); Concurrent Course Enrollment

Prerequisites: MG231 & CS103

Concurrent Course Enrollment: None

Required English/Mathematics Proficiency Level(s)

English Placement Level: EN101

Mathematics Placement Level: None

5. Estimated Cost of Course; Instructional Resources Needed

Cost to the Student: Tuition for a 3-credit hour course, cost of the textbook, and any applicable fees.

Cost to the College: Instructor's salary and/or any additional costs to NMC.

Instructional resources needed for this course include: whiteboard, dry-erase markers, instructor's laptop, a multi-media system, and appropriate reference materials.

6. Method of Evaluation

Student learning will be evaluated by writing assignments, quizzes, and oral presentations. NMC's grading and attendance policies will be followed.

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7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

- 1.0 Understanding Business Communication
 - 1.1 Characteristics of effective communication
 - 1.2 Barriers to effective communication
 - 1.3 Communicating more effectively on the job
 - 1.4 Using technology to improve business communication
 - 1.5 Business etiquette
 - 1.6 Ensuring ethical communication

- 2.0 Communicating in Teams and Mastering Listening & Nonverbal Communication
 - 2.1 Improving performance in teams
 - 2.2 Making your meetings more productive
 - 2.3 Improving listening skills
 - 2.4 Improving nonverbal communication skills

- 3.0 Intercultural Communication
 - 3.1 Opportunities and challenges of intercultural communication
 - 3.2 Enhancing your intercultural sensitivity
 - 3.3 Improving intercultural communication skills

- 4.0 Planning, Writing & Completing Business Messages
 - 4.1 The 3-step writing process
 - 4.2 Gathering information and selecting the right media
 - 4.3 Organizing information effectively
 - 4.4 Composing business messages
 - 4.5 Revising, producing, proofreading, and distributing messages

- 5.0 Writing Letters, Memos, E-mail, & Instant Messages
 - 5.1 Writing routine and positive messages
 - 5.2 Developing negative messages
 - 5.3 Common examples of negative messages
 - 5.4 Developing persuasive messages
 - 5.5 Developing marketing and sales messages

- 6.0 Preparing Reports & Oral Presentations
 - 6.1 Planning, writing and completing reports and proposals
 - 6.2 Planning, writing and completing oral presentations

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- 6.3 Enhancing presentations with effective visuals
- 6.4 Overcoming anxiety and handling questions responsively

- 7.0 Writing Employment Messages & Interviewing for Jobs
 - 7.1 Building a career in today's dynamic workplace
 - 7.2 Writing resumes, application letters, and other employment messages
 - 7.3 Applying and interviewing for employment
 - 7.4 Following up after the interview

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8. Instructional Goals

The course will introduce students to:

- 1.0 The characteristics of effective business communication and the five strategies for communicating more effectively on the job;
- 2.0 The importance of ethics and etiquette in business communication;
- 3.0 The six categories of nonverbal communication;
- 4.0 The importance of recognizing cultural variations and strategies for communicating effectively in multicultural business environments;
- 5.0 Planning, organizing, and writing business messages to convey routine, positive, negative, and persuasive information;
- 6.0 Planning, writing, and delivering effective oral presentations; and
- 7.0 Creating a professional resume and application letter for employment.

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9. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1.0 Describe the characteristics of effective business communication and the five strategies for communicating more effectively on the job;
- 2.0 Discuss the importance of ethics and etiquette in business communication;
- 3.0 Describe the six categories of nonverbal communication;
- 4.0 Explain the importance of recognizing cultural variations and describe strategies for communicating effectively in multicultural business environments;
- 5.0 Plan, organize and write business messages to convey routine, positive, negative, and persuasive information;
- 6.0 Plan, write and deliver effective oral presentations; and
- 7.0 Create a professional resume and application letter of employment.

10. Assessment Measures of Student Learning Outcomes

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Quizzes & Exams;
- 2.0 Writing Assignments; and
- 3.0 Oral Presentations.