



BAKER COLLEGE
STUDENT LEARNING OUTCOMES
COM 3150 Advanced Business Communication
3 Semester Credit Hours

Student Learning Outcomes and Enabling Objectives

1. Create appropriate document types for diverse business communications, while employing effective visual elements, page design strategies, and rhetorical strategies.
 - a. Demonstrate written communication skills appropriate for a variety of professional business situations.
 - b. Evaluate business communications to identify different audiences, discourse expectations, and rhetorical challenges.
 - c. Apply a variety of rhetorical strategies to effectively meet the informative and persuasive demands of different business situations.
 - d. Conduct the necessary primary and/or secondary research; analyze, synthesize, and organize the resulting information to produce a product or products that meets business standards.
 - e. Analyze options and make effective choices about the tone, style, and form a communication should take.
 - f. Prepare a variety of business documents—including memos, letters, emails, and formal and informal reports—using appropriate headings, layout, and typography.
 - g. Recognize the qualities associated with effective business writing, and the writing process, particularly the hallmarks of correctness, conciseness, coherence, and clarity.

2. Create effective presentations (oral and/or written) for diverse audiences and for a variety of purposes.
 - a. Evaluate the audience to determine effective communication strategies for specific communication situations.
 - b. Utilize appropriate use of language, nonverbal delivery, and visual information/technology based on purpose and audience.
 - c. Apply elements of audience analysis and adaptation.
 - d. Demonstrate ethical speaking and listening skills.

- e. Apply electronic and non-electronic presentational aids, appropriate for the audience and occasion.
3. Display effective interpersonal and collaboration skills.
 - a. Demonstrate the ability to work effectively in teams of diverse composition.
 - b. Collaborate productively with others in completing writing and editing tasks.
 - c. Discuss diversity and inclusion in the workplace.

Big Ideas and Essential Questions

Big Ideas

- Professional Written and Oral Communication
- Professionalism
- Contextual Communication
- Effective Practical Application
- Understanding Audience and Purpose
- Adaptability
- Technology Application
- Teamwork and Collaboration

Essential Questions

1. What is professional communication?
2. How does audience and purpose affect professional communication rhetorical and stylistic choices?
3. How can technology be used to enhance professional communication?
4. How do you communicate efficiently, effectively, and practically in both written and oral modes?
5. How is communication relevant to your future career?
6. How is collaboration and teamwork critical to workplace communication?

These SLOs are approved for experiential credit.

Effective: Fall 2024