Summer 2019 Semester
POFT 2312-Business Correspondence and Communication
Syllabus
06/06/19 - 08/08/19

Contact Information
Instructor: Olivia Kerr
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Office: M1116
Office Hours: By Appointment
Lab Hours: ONLINE

Course Information
Course Number/Section: POFT 2312-55400 Business Correspondence and Communication (Online)
Credit Hours: 3 Credit Hours
Class Meeting Time: MTWRFSU
Lab Hours: ONLINE

Course Description
Development of writing and presentation skills to produce effective business communications (2 Lec., 2 labs).

Course Materials
Cengage Unlimited, 1 term (4 months), 1st Edition, Cengage Unlimited, Cengage Unlimited,
ISBN: 9780357700006
- 2 GB USB Flash Drive
Essen of Business Communication (w/MindTap Business Communication, 1 Term Acc)
Guffey, 11th Edition, 2019, Cengage South-Western
ISBN: 9781337736312
- OneDrive

Course Objective
This course is designed to teach skill development in practical applications which emphasize the improvement of writing skills necessary for effective business communications.

Student Learning Outcomes
By the end of this course students will be able to:
- Develop effective business documents appropriate to meet industry standards.
- Apply appropriate language arts skills to business documents.
- Demonstrate effective communication—written and oral—skills to include effective customer service skills, communication across cultures, social network media, and business etiquette.
- Demonstrate effective employment interviewing skills, employment documentation, and job search strategies.
**Method of Evaluation**

Final Capstone Project: ........................................................................................................ 40%
Unit Discussions: .................................................................................................................. 30%
Chapter and Aplia Assignments/Quizzes: ............................................................................ 10%
Lab (Chapter assignments from textbook): ........................................................................... 20%

**Institutional Policies**

Institutional Policies relating to this course can be accessed using the following link:
Institutional Policies.