

# BUSINESS COMMUNICATIONS

## SYLLABUS

July 2020

*Written & Delivered By:*



# PEREGRINE

— GLOBAL SERVICES —

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**ACADEMICS • LEADERSHIP • PUBLICATIONS**

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## **BUSINESS COMMUNICATIONS**

### **Overview**

Business communication is critical in today's workforce. Through an exchange of verbal or written statements, the ability to communicate is vital in creating an understanding of strategic goals, focus or events. Business communication also requires the ability to handle risk and crisis statements often with collaboration among team members. This module will provide an understanding of foundational principals of communication, interpersonal dynamics in organizations, the variances in communicating with internal and external audiences, crisis and risk communication, and developing impactful communication in professional presentations.

This module is intended as a review of the key concepts, fundamentals, and foundations of the discipline.

### **Learners**

This module is designed for learners who require an overview of the discipline. The module is commonly used in an academic leveling (transition to graduate education) or business review (capstone) course or program.

The module may qualify for Continuing Education Units (CEU) for professional certifications depending on the professional association.

### **Module Authors**

The author for this module is Peregrine Global Services headquartered in Gillette Wyoming and includes materials from a variety of sources as indicated within the module.

### **Learning Outcomes**

The learning outcomes for the module are as follows. With the completion of this module, learners should be able to:

1. Apply the basic principles of business communication.
2. Identify the similarities and differences of interpersonal dynamics.
3. Describe the different criterions between internal and external communication.
4. Recognize methods for strategic communication.

5. Discuss interpersonal networks and possible barriers to communication.
6. Recognize interpersonal power and politics of organizations.
7. Explain the different approaches with individual and group communication.
8. Recognize the various types of electronic communication tools.
9. Apply critical thinking to predicament communication involving risk and crisis.
10. Describe the importance of topic identification and chronical structure for presentations.
11. Identify appropriate presentation strategies based on audience identification.

### **Curriculum**

<b><u>Section</u></b>	<b><u>Topics</u></b>
Section 1: Principles of Business Communication	<ul style="list-style-type: none"> <li>• Establishing credibility through communication</li> <li>• Impact of business communication</li> <li>• Responsibilities as a communicator</li> </ul>
Section 2: Written and Oral Communication	<ul style="list-style-type: none"> <li>• Guidelines for written and oral communication</li> <li>• Choosing to use oral or written communication</li> <li>• Understand strategic communication</li> </ul>
Section 3: Interpersonal Dynamics in Organizations	<ul style="list-style-type: none"> <li>• Listening and feedback in organizations</li> <li>• Organizational culture and communication</li> <li>• Effective group communication</li> </ul>
Section 4: Professional Communication	<ul style="list-style-type: none"> <li>• Types of electronic communication</li> <li>• Understanding your audience</li> <li>• Predicament situation communication</li> </ul>
Section 5: Preparation for Professional Presentations	<ul style="list-style-type: none"> <li>• Standards for presentations</li> <li>• Strategic use of visual and technical communication</li> <li>• Delivery of presentations</li> </ul>

### **Delivery**

The module is delivered using Peregrine’s Learning Management System (LMS) known as CMAD. Course instruction is with asynchronous online learning activities.

### **Assessment**

Throughout the module, there are in-progress quizzes and short exercises to ensure understanding of the instructional content. A completion certificate is issued when the learner obtains at least 80% on the final exam.

### **Hours and Articulation**

Learner hours are shown in the following table. The hours are based on both the time within the module and time away from the module conducting application activities.

<b><u>Section</u></b>	<b><u>Hours</u></b>
Pre-test	0.25
Section 1: Principles of Business Communication	0.50
Section 2: Written and Oral Communication	1
Section 3: Interpersonal Dynamics in Organizations	1
Section 4: Professional Communication	1
Section 5: Preparation for Professional Presentations	1
Post-test	0.25
<b>Total Hours</b>	<b>5</b>