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 handling risk and crisis statements, often through collaboration among team members. This module will provide an understanding of foundational communication principles, 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.

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 criteria 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.

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10. Describe the importance of topic identification and chronic structure for presentations.

11. Identify appropriate presentation strategies based on audience identification.

Curriculum

Section	Topics
Section 1: Principles of Business Communication	• Establishing credibility through communication • Impact of business communication • Responsibilities as a communicator
Section 2: Written and Oral Communication	• Guidelines for written and oral communication • Choosing to use oral or written communication • Understand strategic communication
Section 3: Interpersonal Dynamics in Organizations	• Listening and feedback in organizations • Organizational culture and communication • Effective group communication
Section 4: Professional Communication	• Types of electronic communication • Understanding your audience • Predicament situation communication
Section 5: Preparation for Professional Presentations	• Standards for presentations • Strategic use of visual and technical communication • Delivery of presentations

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Assessment

The module includes section quizzes and short exercises to ensure understanding of the instructional content. The module also includes a 20-question pre-test and post-test. The pre-test captures the learner's baseline knowledge, and the post-test ensures that learners have grasped the concepts needed for success.

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.

Section	Hours
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
Total Hours	5