



Online Courses for High School Students
1-888-972-6237

BUSINESS COMMUNICATION

Course Outline

Unit 1: Communication Fundamentals

Lesson 1: You and Business Communication

What is Communication?
Business Communication in Today's World
The Communication Process
Communication Channels
Barriers to Communication
Assessments

Lesson 2: Communicating Grammatically

The Seven Cs of Business
Grammar Pre-test
Unit Evaluation

Unit 2: Developing Business Letters

Lesson 1: Designing the Document

The Business Letter
Letter Formats
Punctuation Styles
Preparing the Envelope
Assessments

Lesson 2: Types of Business Letters

Routine Letters
Persuasive Letters
Refusal Letters
Adjustment Letters
Credit and Collection Letters

Social-Business Letters
Assessments

Lesson 3: Memos

Memo Format
Special Memos
Visual Techniques for Memos
Routing Slips
Assessments

Unit 3: Researching and Reporting

Lesson 1: Steps to Writing Reports

Purpose of Report Writing
Planning Your Report
Researching Information
Gathering Information
Assessments

Lesson 2: Writing Your Report

Organizing the Report
Rough Draft
Language Tools
Presentation Tools
Revising the Report
Assessments

Lesson 3: Formatting the Complete Report

Parts of the Final Report
Other Considerations
Assessments

Unit 4: Oral Communication

Lesson 1: Speaking and Listening Skills

Speaking
Listening
Benefits and Drawbacks of Oral Communication
Telephone Communication
Participating in Meetings
Office Grapevine
Office Confrontations
Assessments

Lesson 2: Planning a Business Presentation

- Defining Your Purpose and Topic
- Knowing Your Audience
- Using Supporting Material
- Organizing Your Presentation
- Assessments

Lesson 3: Presentation Delivery

- Methods of Delivery
- Visual Aids
- Voice
- Body Language
- Audience Dynamics
- Nervousness
- Practicing
- Assessments

Unit 5: Getting a Job

Lesson 1: Career Basics

- What Are Employers Looking For?
- Why Employers Don't Hire
- Finding a Career
- Assessments

Lesson 2: Selling Yourself: Resume

- What Is a Resume?
- Delivering the Resume
- Writing Guidelines
- Appearance
- Headings
- Checkpoints for Resumes
- Assessments

Lesson 3: Writing the Cover Letter

- What is a Cover Letter?
- Cover Letter Styles
- Writing Your Cover Letter
- Checkpoints for Cover Letters
- Assessments

Lesson 4: Interviewing for the Job

- Why an Interview?
- The Pre-Interview

The Actual Interview
The Post-Interview
Assessments