OBJECTIVES/COMPETENCIES

Course Objectives	Competencies
1. Produce written and oral communication relevant to global business situations by using steps in a writing process.	1a. Use prewriting techniques centered on the reader's needed information and expected questions. 1b. Write communications that are useful and persuasive. 1c. Proofread and edit for mechanical errors. 1d. Revise communication for content and addressing stakeholder needs.
2. Employ a reader- and listener-oriented approach to determine audience, vocabulary, detail, and appropriate standards for structure, organization, and exposition	2a. Analyze audience of possible stakeholders. 2b. Use vocabulary and detail appropriate for the target audience and its stakeholders. 2c. Select and employ structure, organization, and exposition appropriate to the communication's purpose, audience, and context.
3. Demonstrate an understanding of the ethical aspects of business communication	3a. Understand professional code of ethics for future profession. 3b. Search for an employer's ethical code. 3c. Identify personal values and develop a personal code of ethics to reflect on ethical questions that occur in business. 3d. Compare high-context and low-context cultures and explain their impacts on the language and structure of professional communications.
4. Work as a team member on a project	4a. Create a team charter. 4b. Encourage team members to contribute, listen actively, express appreciation, watch for nonverbal communication, and address conflict in a nonconfrontational way.

Course Objectives	Competencies
5. Conduct academic and practical research appropriate to business situations	5a. Analyze, correct, and write audience-centered oral and written communications, such as portfolios, directions, and professional correspondence. 5b. Effectively and ethically write proposals and other business research. 5c. Use appropriate superstructures for different types of business writing.
6. Correctly use a career-appropriate documentation system (MLA, APA, Chicago)	6a. Identify the documentation style used in a prospective field or career. 6b. Use an appropriate documentation system for an identified career. 6c. Reference material and graphics used in proposals and other researched topics.