

Springfield Technical Community College
Academic AffairsCourse Number: BUS115 Class/Lect. Hours: 3 Lab Hours: _____ Credits: _____ Dept.: Business Admin.Course Number Title: Business Communication and Technology Tools Semester: Fall Year: 2025**Course Description, Prerequisite, Corequisite:**

This course focuses on the integration of business communication and cutting-edge technology tools to enhance organizational efficiency and decision-making. The curriculum emphasizes critical thinking through data visualization techniques using tools like PowerPoint and Canva to craft compelling narratives that inform and persuade. Students will also analyze the role of advanced business communication strategies in both virtual and in-person environments, developing skills to navigate complex scenarios with professionalism and clarity. Students will explore the strategic use of relational databases for data organization, customer relationship management (CRM) software for client engagement, and collaboration platforms to streamline team efforts.

OBJECTIVES/COMPETENCIES

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<p>1. Apply Advanced Business Communication Strategies – Students will develop and utilize effective communication techniques in virtual and in-person professional settings.</p> <p>2. Leverage Technology for Collaboration and Data Analysis – Students will use advanced collaboration tools and relational databases to manage and interpret business data effectively.</p> <p>3. Create and Interpret Data Visualizations – Students will design impactful data visualizations that support strategic decision-making and business presentations.</p> <p>4. Analyze Customer Relationship Management (CRM) Systems – Students will explore CRM software to assess customer engagement and business strategy optimization.</p> <p>5. Enhance Business Communication Accessibility – Students will evaluate and implement accessibility principles to ensure inclusive communication practices.</p>	<p>1a. Demonstrate the ability to craft and deliver professional business communications tailored to diverse audiences. 1b. Analyze and adapt communication styles for different professional settings, including virtual and in-person environments. 1c. Apply critical thinking to resolve communication challenges in complex business scenarios.</p> <p>2a. Design and produce a professional white paper, PowerPoint 2a. Utilize collaboration tools such as project management software and shared digital workspaces to enhance teamwork and efficiency. 2b. Demonstrate proficiency in organizing and retrieving business data using relational databases. 2c. Apply data analysis techniques within relational databases to support business decision-making.</p> <p>3a. Design clear and persuasive data visualizations using PowerPoint, Canva, or other relevant software. 3b. Interpret and analyze business data to create meaningful visual representations for reports and presentations. 3c. Apply storytelling techniques to data presentations to enhance audience engagement and comprehension.</p> <p>4a. Explore CRM software functionalities and their impact on customer engagement and business strategy. 4b. Assess the role of CRM tools in tracking customer interactions and improving business outcomes. 4c. Evaluate the ethical considerations and data privacy implications of using CRM systems.</p> <p>5a. Identify and apply accessibility best practices in digital and in-person business communication. 5b. Assess communication materials for compliance with accessibility standards and inclusivity.</p>