BUS2040 - Business Communications - CORE OUTCOMES

Course Effective Date: Summer 2024
Outcome Approval Date: Fall 2023
Next Outcome Review Date: Fall 2028

Upon completion of this course, students will be able to:

1. Analyze the audience to create messages to meet business communication and information needs in a variety of situations.
2. Demonstrate care, courtesy, and convention in professional messages.
3. Clearly organize information to allow an audience to quickly process the message.
4. Construct concise and comprehensive messages.
5. Locate, interpret, and present credible and relevant evidence from reliable sources.