

Western Technical College

## 10104200 Entrepreneurial - Communication Tools

### Course Outcome Summary

#### Course Information

<b>Description</b>	Students will explore various oral, written, and graphic communication tools for success in business. The course will help build foundational persuasive and professional communication skills.
<b>Career Cluster</b>	Business Management and Administration
<b>Instructional Level</b>	Technical Diploma Courses
<b>Total Credits</b>	1
<b>Total Hours</b>	18

#### Textbooks

No textbook required.

#### Course Competencies

##### 1. Explore various communication tools for success in business.

###### Assessment Strategies

- 1.1. Written Product

###### Criteria

*You will know you are successful when:*

- 1.1. you produce a product which describes how communication tools are used by businesses.
- 1.2. you produce a product which shows evidence of logical critical thinking.
- 1.3. You produce product that includes an analysis of communication tools.
- 1.4. You list written the benefits and challenges of the communication tool
- 1.5. You include an explanation of how the communication tools help a business be successful.
- 1.6. You follow the written assignment guidelines provided by your instructor.
- 1.7. You exhibit correct and appropriate grammar, punctuation, spelling, syntax, and word usage.
- 1.8. You include a minimum of two outside sources to support the writer's thought.

###### Learning Objectives

- 1.a. Investigate communication tools used to communicate in business.
- 1.b. Identify the communication tools which lead to business success.
- 1.c. Explain how these tools can help a business be successful.

##### 2. Practice persuasive communication skills.

###### Assessment Strategies

- 2.1. Demonstration

## Criteria

*You will know you are successful when:*

- 2.1. learner list two barriers to communicating effectively.
- 2.2. learner determines what successful persuasive communications are for a small business
- 2.3. learner uses the correct persuasive skills
- 2.4. learner prepares a presentation which persuades others to choose their product
- 2.5. learner rewrites a piece business communication so it is persuasive
- 2.6. learner presents two times - both in person and online.

## Learning Objectives

- 2.a. Identify barriers to successful persuasion.
- 2.b. Determine skills needed to persuade others.
- 2.c. Use persuasive written and oral communication skills.

## 3. Demonstrate professional communication skills.

### Assessment Strategies

- 3.1. Demonstration - Presentation

## Criteria

*You will know you are successful when:*

- 3.1. presentation shows clear purpose
- 3.2. presentation is appropriately tailored to meet the needs of a specific audience
- 3.3. presentation includes strong components including introduction, body, and conclusion
- 3.4. presentation follows an effective organizational pattern
- 3.5. presentation includes sufficient supporting material and reflects research of topic
- 3.6. you gain and hold audience's attention
- 3.7. you use extemporaneous delivery style
- 3.8. you appear confident and natural
- 3.9. you use effective eye contact to establish rapport with the audience
- 3.10. you use effective nonverbal communication (body language, gesture, vocal variety)
- 3.11. you use effective and appropriate language

## Learning Objectives

- 3.a. List professional communication skills needed.
- 3.b. Identify why professional communication is needed in business.
- 3.c. Use professional communication skills.