



This course supports the assessment for Management Communication. The course covers 5 competencies and represents 3 competency units.

Introduction

Overview

This course prepares you for the communication challenges in organizations and how to enhance communication to various audiences. Topics examined include: theories and strategies of communication, persuasion, conflict management, and ethics.

Watch the following video for an introduction to this course:

Note: To download this video, right-click the following link and choose "Save as...": [download video](#).

Getting Started

Welcome to Management Communication! In this course, the Cengage MindTap *Business Communication: Process & Product* resource will be your go-to guide in preparing for the performance assessment. It contains study tools like slides, problem sets, and quizzes. Your second resource is a FranklinCovey textbook, which has case studies for your review. Be sure to check out the Panopto videos and documents to help you be successful in creating your presentations.

Competencies

This course provides guidance to help you demonstrate the following 5 competencies:

- **Competency 3006.1.1: Effective Communication**
The graduate communicates effectively, both in writing and speaking, within an organizational setting.
- **Competency 3006.1.2: Eliminating Bias in Business Messages**
The graduate demonstrates best practices to overcome biases that inhibit organizations and teams from communicating effectively.
- **Competency 3006.1.3: Intercultural Communication**
The graduate recognizes cultural differences in communication and develops strategies and techniques to effectively communicate with internal and external stakeholders.
- **Competency 3006.1.4: Negotiation and Conflict Management in Communication**
The graduate applies negotiation and conflict management strategies to improve organizational performance.
- **Competency 3006.1.5: Use of Technology for Communication in the Digital Age**
The graduate utilizes appropriate technology and/or social media to communicate effectively.

Course Instructor Assistance



As you prepare to demonstrate competency in this subject, remember that course instructors stand ready to help you reach your educational goals. As subject matter experts, mentors enjoy and take pride in helping students become reflective learners, problem solvers, and critical thinkers. Course instructors are excited to hear from you and eager to work with you.

Successful students report that working with a course instructor is the key to their success. Course instructors are able to share tips on approaches, tools, and skills that can help you apply the content you're studying. They also provide guidance in assessment preparation strategies and troubleshoot areas of deficiency. Even if things don't work out on your first try, course instructors act as a support system to guide you through the revision process. You should expect to work with course instructors for the duration of your coursework, and you are encouraged to contact them as soon as you begin. Course instructors are fully committed to your success!

Preparing for Success

The information in this section is provided to detail the resources available for you to use as you complete this course.

Learning Resources

The learning resources listed in this section are required to complete the activities in this course. For many resources, WGU has provided automatic access through the course. However, you may need to enroll manually in or independently acquire other resources. Read the full instructions provided to ensure that you have access to all of your resources in a timely manner.

Automatically Enrolled Resources

You can access the learning resources listed in this section by clicking on the links provided throughout the course. You may be prompted to log in to the WGU student portal to access the resources.

Cengage MindTap

This web-based resource includes access to the following e-text along with flashcards for mastering key concepts and vocabulary, videos, interactive quizzes, and homework questions.

- Guffey, M. E. & Loewy, D. (2014). *Business communication: Process & product* (8th ed.). Stamford, CT: Cengage Learning. ISBN: 9781285094069

Note: This e-text is available to you as part of your program tuition and fees, but you may purchase a hard copy at your own expense through a retailer of your choice. If you choose to do so, please use the ISBN listed to ensure that you receive the correct edition.

Review the following tutorials to become familiar with MindTap:

- [MindTap Basic Navigation](#)
- [MindTap Annotations](#)
- [MindTap Media](#)
- [MindTap Apps](#)



Note for Internet Explorer users: Some users of Internet Explorer may encounter difficulty accessing the PowerPoint slides in the MindTap course. You can find the lecture slides by clicking on the Study Tools folder within the MindTap course. From there you select Lecture Slides. If the lecture slides or PowerPoint slides do not open, look at the lower right of the window and click on the "Print out the lecture slides" text, which will allow the PDF version of the slides to load.

The following video will show you how to access your Cengage MindTap learning resource and install the mobile app to your mobile device:

- [MindTap App Navigational Video](#)

Supplemental Readings

This course utilizes supplemental readings which have been added to the related chapters within the MindTap course. You can access the readings by clicking on the assigned chapter readings within the MindTap courseware.

FranklinCovey Supplemental Resources in the MindTap course include:

- Blind Spots: How to Give and Receive Effective Feedback
- Win-Win Thinking: Create Mutually Beneficial Relationships
- Paradigm
- It's Not About the Nail

Additional Preparation

Final Video Presentation

You will be using the Panopto video recording system. As part of the task requirements, you will submit your recording URL for evaluation.

Note: If you have not referred for the performance assessment to gain access to your tasks, you will not be able to utilize Panopto to record your video. The video recorder button will not display, and you will not have access to the correct course folders. Please refer for the assessment prior to attempting to use Panopto.

Practice: Using Panopto

Panopto instructions and resources are located in the "File Attachments" and "Web Links" sections of the task directions. Contact [WGU E-Care](#) for additional support if you have any questions or concerns associated with using Panopto.

The following instructional videos will guide you through your first use of Panopto, including how to install the recorder to your computer and select capture sources prior to recording. It also includes some troubleshooting tips.

If you are a PC user, watch the following video tutorial on how to use Panopto to create your video presentation:



Note: To download this video, right-click the following link and choose &"Save link as...": [download video](#).

If you are a Mac user, watch the following video tutorial on how to use Panopto to create your video presentation:

Note: To download this video, right-click the following link and choose "Save link as...": [download video](#).

When you are ready to use Panopto, go to the following website, log in using your WGU student portal credentials, and download/install the recorder:

- [Panopto](#)

After you have installed Panopto, you should practice recording yourself giving your presentation until you are confident with your skills using the tool.

Topics and Pacing

This outline is a guided structure of the topics recommended to complete the learning activities. It is provided as a suggested structure and can be adapted according to your knowledge, skills, and experience. Use the topics and pacing outline to support your completion of the course within the recommended timeframe.

Week 1

- Course Introduction
- Business Communication in the Digital Age

Week 2

- Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills
- Intercultural Communication
- Planning Business Messages
- Organizing and Drafting Business Messages

Week 3

- Revising Business Messages
- Short Workplace Messages and Digital Media
- Positive Messages
- Negative Messages

Week 4

- Persuasive and Sales Messages



Week 5

- Reporting in the Digital Age
- Informal Business Reports
- Proposals, Business Plans, and Formal Business Reports

Week 6

- Business Presentations
- Job Search and Resumes in the Digital Age
- Interviewing and Follow-Up

Week 7

- Prepare and Submit Task 1

Week 8

- Prepare and Submit Task 2

Management Communication for Managers and Leaders

Communication is one of the key elements for success in your chosen career. Strategies for oral and written communication, persuasion, conflict management, and ethics to enhance communication to diverse audiences are important factors in organizations.

Business Communication in the Digital Age

The rapidly changing environment for organizations in the digital age requires use of communication skills as new technologies are adapted. The importance of effective media choices and the advantages and barriers of each are addressed.

This topic addresses the following competencies:

- **Competency 3006.1.3: Intercultural Communication**
The graduate recognizes cultural differences in communication and develops strategies and techniques to effectively communicate with internal and external stakeholders.
- **Competency 3006.1.5: Use of Technology for Communication in the Digital Age**
The graduate utilizes appropriate technology and/or social media to communicate effectively.

This topic highlights the following objectives:

- Identify techniques for ethical communication across cultures.
- Explain why writing skills are vital in a digital workplace embracing social media.
- Identify communication tools for success in the hyperconnected 21st-century workplace.
- Identify significant trends in today's dynamic, networked work environment.
- Describe the internal and external flow of communication in organizations through formal



and informal channels, explain the importance of effective media choices, and understand how to overcome typical barriers to organizational communication.

Business Communication in the Digital Age

Communication skills fuel career success, and writing skills are vital in a digital workplace, especially with increased use of social media and new communication technologies. It is also important to understand the goals of ethical business communicators, how to avoid ethical traps, and how to choose the right tools to do the right things in business.

As you complete the material below, pay attention to the following key points:

- communicating in the digital world
- tools for success in the 21st century
- trends and challenges in the Information Age
- ethics in the workplace

Access Chapter 1 ("Business Communication in the Digital Age") in *Business Communication* and complete the following activities:

- Read the chapter.
- Review the study tools.
 - Lecture Slides
- Complete the Problem Set: Business Communication in the Digital Age.
- Complete the chapter quiz.

Click the following link to access the MindTap module:

- [Chapter 1 \("Business Communication in the Digital Age"\)](#)

Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills

Most business organizations want employees who can add value to the company. This involves demonstrating professional behavior and contributing positively to team performance in the modern workplace.

This topic addresses the following competencies:

- **Competency 3006.1.1: Effective Communication**
The graduate communicates effectively, both in writing and speaking, within an organizational setting.
- **Competency 3006.1.2: Eliminating Bias in Business Messages**
The graduate demonstrates best practices to overcome biases that inhibit organizations and teams from communicating effectively.

This topic highlights the following objectives:



- Demonstrate active listening techniques.
- Explain how nonverbal communication can improve professional effectiveness.
- Explain how professionalism, business etiquette skills, and networking can improve competitive advantage.
- Describe effective practices and technologies for planning and participating in face-to-face meetings and virtual meetings.
- Explain the importance of teamwork in today's digital-era workplace, and how to contribute positively to team performance.

Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills

Employers view the ability to work in teams as a job requirement in business. Positive teaming leads to business success through better decision making, faster response, increased productivity, and more employee satisfaction.

As you complete the material below, pay attention to the following key points:

- professional teamwork
- planning and participating in meetings

Access Chapter 2 ("Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills") in *Business Communication* and complete the following activities:

- Read the chapter.
- Review the study tools.
 - Lecture Slides
- Complete the Problem Set: Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills.
- Complete the chapter quiz.

Click the following link to access the MindTap module:

- [Chapter 2 \("Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills"\)](#)

Intercultural Communication

The movement toward a global economy has made many organizations compete and form multinational alliances. In addition, the workforce is much more diverse. The effect of culture on behavior helps prevent misunderstandings when dealing with people in the 21st century.

This topic addresses the following competency:

- **Competency 3006.1.3: Intercultural Communication**
The graduate recognizes cultural differences in communication and develops strategies and techniques to effectively communicate with internal and external stakeholders.

This topic highlights the following objectives:



- Describe the effects of globalization and the major trends fueling it.
- Explain the primary characteristics and the key dimensions of culture: context, individualism, time orientation, power distance, and communication style.
- Discuss strategies for enhancing intercultural effectiveness.
- Describe the complexities of ethics across cultures, including business practices abroad, bribery, prevailing customs, and methods for coping.
- Explain the advantages and challenges of workforce diversity, and address approaches for improving communication among diverse workplace audiences.

Intercultural Communication

Markets have gone global, and adapting to local preferences can be advantageous to business. More imports and exports, wireless interconnectedness, and multicultural workforces make it critical to increase multicultural understanding.

As you complete the material below, pay attention to the following key points:

- culture and communication
- becoming interculturally proficient
- culture and ethical business practices
- workforce diversity benefits and challenges

Access Chapter 3 ("Intercultural Communication") in *Business Communication* and complete the following activities:

- Read the chapter.
- Review the study tools.
 - Lecture Slides
- Complete the Problem Set: Intercultural Communication.
- Complete the chapter quiz.

Click the following link to access the MindTap module:

- [Chapter 3 \("Intercultural Communication"\)](#)

Planning Business Messages

The digital age and use of technology have increased the volume of messages. It is extremely important to plan, write, and use appropriate communication channels to convey the intent of the message.

This topic addresses the following competency:

- **Competency 3006.1.1: Effective Communication**
The graduate communicates effectively, both in writing and speaking, within an organizational setting.

This topic highlights the following objectives:



- Explain how writing processes guide a writer.
- Identify appropriate communication channels to convey the purpose of the message.
- Identify characteristics of effective professional writing.

Planning Business Messages

Planning is a very important step in creating successful business communications. With proper planning and organization, objectives can be reached and barriers to communication can be greatly reduced or eliminated. This section will focus on the planning process and the steps that should be taken to communicate effectively.

As you complete the material below, pay attention to the following key points:

- barriers that create misunderstanding
- overcoming communication obstacles
- defining your business writing goals
- determining your purpose
- spotlighting audience benefits

Access Chapter 4 ("Planning Business Messages") in *Business Communication* and complete the following activities:

- Read the chapter.
- Review the study tools.
 - Lecture Slides
- Complete the Problem Set: Planning Business Messages.
- Complete the chapter quiz.

Click the following link to access the MindTap module:

- [Chapter 4 \("Planning Business Messages"\)](#)

Organizing and Drafting Business Messages

Often, creating business communications requires collecting information and drafting the message. Techniques for researching and writing messages are presented to aid in this effort.

This topic addresses the following competency:

- **Competency 3006.1.1: Effective Communication**
The graduate communicates effectively, both in writing and speaking, within an organizational setting.

This topic highlights the following objectives:

- Explain how research is used to collect background information for writing.
- Explain how to generate ideas and organize them to effectively communicate a message.



- Demonstrate effective writing techniques, including correct grammar, usage, and punctuation.

Organizing and Drafting Business Messages

Once the planning process is complete, the next step in the writing process is to organize and draft a business message. While you may not use every one of these tools for each business message you create, it is important to understand the tools that can be utilized for a variety of communication types.

As you complete the material below, pay attention to the following key points:

- research methods
- organizing ideas into strategies
- improving writing techniques

Access Chapter 5 ("Organizing and Drafting Business Messages") in *Business Communication* and complete the following activities:

- Read the chapter.
- Review the study tools.
 - Lecture Slides
- Complete the Problem Set: Organizing and Drafting Business Messages.
- Complete the chapter quiz.

Click the following link to access the MindTap module:

- [Chapter 5 \("Organizing and Drafting Business Messages"\)](#)

Revising Business Messages

The final phase in the writing process involves editing, proofreading, and evaluating the effectiveness of the message.

This topic addresses the following competency:

- **Competency 3006.1.1: Effective Communication**
The graduate communicates effectively, both in writing and speaking, within an organizational setting.

This topic highlights the following objectives:

- Develop business messages by revising for conciseness, redundancies, and clarity.
- Use effective document design to provide readability.
- Apply effective proofreading techniques to catch mistakes in documents.
- Evaluate a message to judge its effectiveness.

Revising Business Messages



Once a first draft is complete, it is important to follow the steps for effectively revising a business message to ensure that your communication is as clear and professional as possible.

As you complete the material below, pay attention to the following key points:

- making your message clear
- proofreading to catch errors

Access Chapter 6 ("Revising Business Messages") in *Business Communication* and complete the following activities:

- Read the chapter.
- Review the study tools.
 - Lecture Slides
- Complete the Problem Set: Revising Business Messages.
- Complete the chapter quiz.

Click the following link to access the MindTap module:

- [Chapter 6 \("Revising Business Messages"\)](#)

Short Workplace Messages and Digital Media

Within most organizations, there is a heavy reliance on digital messages and memos for both internal-facing and external-facing communications. It is important to understand how to effectively leverage these messages to achieve organizational goals.

This topic addresses the following competency:

- **Competency 3006.1.5: Use of Technology for Communication in the Digital Age**
The graduate utilizes appropriate technology and/or social media to communicate effectively.

This topic highlights the following objectives:

- Describe professional standards for e-mail, including its usage, structure, and format in the digital-era workplace.
- Explain workplace instant messaging and texting as well as their liabilities and best practices.
- Describe guidelines for professional applications of podcasts and wikis.
- Determine how businesses use blogs to connect with internal and external audiences.
- Address business uses of social networking and the benefits of RSS feeds.

Short Workplace Messages and Digital Media

Business messages are still sent primarily in e-mail, but other forms of messages are also popular in the 21st century. Letters and memos still serve a purpose in business, even in a digital world. This unit will address how to achieve clear, concise communication using digital



media.

As you complete the material below, pay attention to the following key points:

- preparing Digital Age e-mail messages
- workplace messaging, texting, podcasts, wikis, and blogging
- social networking and real-time Web

Access Chapter 7 ("Short Workplace Messages and Digital Media") in *Business Communication* and complete the following activities:

- Read the chapter.
- Review the study tools.
 - Lecture Slides
- Complete the Problem Set: Short Workplace Messages and Digital Media.
- Complete the chapter quiz.

Click the following link to access the MindTap module:

- [Chapter 7 \("Short Workplace Messages and Digital Media"\)](#)

Positive Messages

Positive messages are routine and straightforward. They help conduct everyday business in organizations.

This topic addresses the following competency:

- **Competency 3006.1.4: Negotiation and Conflict Management in Communication**
The graduate applies negotiation and conflict management strategies to improve organizational performance.

This topic highlights the following objectives:

- Develop positive messages for different communication channels.
- Compose direct messages that make requests, respond to inquiries online and offline, and deliver step-by-step instructions.
- Create adjustment messages that salvage customers' trust and promote further business.
- Create special messages that convey kindness and goodwill.

Positive Messages

Positive business messages are used routinely in business and include replies to customers, instructions to coworkers, or requests for information or action. These are sent by email, letter, memo, or even social media.

As you complete the material below, pay attention to the following key points:



- writing process used in positive messages
- requests, responses, and instruction messages
- claims and complain messages

Access Chapter 8 ("Positive Messages") in *Business Communication* and complete the following activities:

- Read the chapter.
- Review the study tools.
 - Lecture Slides
- Complete the Problem Set: Positive Messages.
- Complete the chapter quiz.

Click the following link to access the MindTap module:

- [Chapter 8 \("Positive Messages"\)](#)

Negative Messages

Effectively communicating in business includes the ability to share negative messages. It is important to know how to appropriately communicate messages declining proposals, terminating employees, responding to unhappy customers, etc.

This topic addresses the following competency:

- **Competency 3006.1.4: Negotiation and Conflict Management in Communication**
The graduate applies negotiation and conflict management strategies to improve organizational performance.

This topic highlights the following objectives:

- Apply business communications strategies to convey negative news in writing.
- Explain the components of effective negative messages.
- Apply effective techniques for refusing typical requests or claims as well as for presenting bad news to customers in print or online.
- Describe effective techniques for delivering bad news within organizations.

Negative Messages

This section covers writing messages using a 3x3 writing process. Goals include sounding respectful, avoiding legal problems, and preventing escalation of problems by helping customers accept bad news.

As you complete the material below, pay attention to the following key points:

- communicating negative news effectively
- strategies for delivering negative messages
- composing effective negative messages



- managing bad news within organizations

Access Chapter 9 ("Negative Messages") in *Business Communication* and complete the following activities:

- Read the chapter.
- Review the study tools.
 - Lecture Slides
- Complete the Problem Set: Negative Messages.
- Complete the chapter quiz.

Click the following link to access the MindTap module:

- [Chapter 9 \("Negative Messages"\)](#)

Persuasive and Sales Messages

With use of teams and globalization, persuasive skills are important. Managers and leaders need to influence others in negotiation and conflict management, as well as sales.

This topic addresses the following competencies:

- **Competency 3006.1.2: Eliminating Bias in Business Messages**
The graduate demonstrates best practices to overcome biases that inhibit organizations and teams from communicating effectively.
- **Competency 3006.1.4: Negotiation and Conflict Management in Communication**
The graduate applies negotiation and conflict management strategies to improve organizational performance.

This topic highlights the following objectives:

- Apply the elements of the AIDA strategy to draft effective and ethical business messages.
- Develop persuasive messages that request actions, make claims, and deliver complaints.

Persuasive and Sales Messages

Persuasion is the art of convincing others to change their opinions. To do this you must trust the source, accept the arguments, and accept the change. Ways to communicate the message and the writing process are included in this section.

As you complete the material below, pay attention to the following key points:

- understanding use of persuasion in the digital age
- major elements of successful persuasive messages
- writing process for creating persuasive messages



Access Chapter 10 ("Persuasive and Sales Messages") in *Business Communication* and complete the following activities:

- Read the chapter.
- Review the study tools.
 - Lecture Slides
- Complete the Problem Set: Persuasive and Sales Messages.
- Complete the chapter quiz.

Click the following link to access the MindTap module:

- [Chapter 10 \("Persuasive and Sales Messages"\)](#)

View: Blind Spots: How to Give and Receive Effective Feedback

Giving effective and timely feedback may be risky but it is essential for managers and leaders. This activity explains the concept of effective feedback.

As you complete the material below, pay attention to the following key points:

- how to give effective feedback to others.
- how to communicate candidly and respectfully.

Access the module and view the video:

- [Blind Spots: How to Give and Receive Effective Feedback](#)

After viewing the FranklinCovey content, ask yourself:

- How can someone give effective feedback?
- What are the steps in giving feedback to others?

View: Win-Win Thinking: Create Mutually Beneficial Relationships by FranklinCovey

Successful relationship building is necessary for managers and leaders. This activity explains the concept of building beneficial relationships.

As you complete the material below, pay attention to the following key points:

- how to create a "win-win" culture
- how to communicate in a "win-win" manner
- how to eliminate sources of unhealthy competition
- how to collaborate without worrying who gets the credit

Access the module and view the video:

- [Win-Win Thinking: Create Mutually Beneficial Relationships](#)



After viewing the FranklinCovey content, ask yourself:

- What are the steps in building mutually beneficial relationships?
- What are the characteristics of a win-win relationship?

View: Paradigms and It's Not About the Nail

Business leaders and managers often need to resolve misunderstandings. In addition, they often deal with conflicting interests and must develop negotiation skills to resolve these conflicts. This activity explains additional concepts for building beneficial relationships.

Access the module and view the video:

- [Paradigms](#)
- [It's Not About the Nail](#)

As you complete the material below, pay attention to the following key points:

- how to avoid compromise in a conflict situation and make sure everyone can win
- how to listen empathically to thoroughly understand the views of the other party in a conflict

After viewing the FranklinCovey content, ask yourself:

- What are the steps in negotiating conflicts?

Reporting in the Digital Age

Management decisions are often based on information submitted in reports that help others understand processes, problems, and steps to solve issues.

This topic addresses the following competency:

- **Competency 3006.1.5: Use of Technology for Communication in the Digital Age**
The graduate utilizes appropriate technology and/or social media to communicate effectively.

This topic highlights the following objectives:

- Identify report functions and types used in the digital-age workplace, report-writing style, and typical report formats.
- Identify secondary sources such as databases and Web resources.
- Identify the purposes and techniques of citation and documentation in business reports to avoid plagiarism.
- Use numerical data to create visual aids and meaningful and attractive graphics.

Reporting in the Digital Age

Many decisions made in organizations are based on business reports. Managers look to and



require business reports to gather information and provide recommendations to solve complex business problems. This section will help you understand how to create a business report, research potential solutions to a business problem, and create recommendations based on your research.

As you complete the material below, pay attention to the following key points:

- basic report functions and types
- organizational strategies
- analyzing the problem and purpose
- conducting primary research

Access Chapter 11 ("Reporting in the Digital Age Workplace") in *Business Communication* and complete the following activities:

- Read the chapter.
- Review the study tools.
 - Lecture Slides
- Complete the Problem Set: Reporting in the Digital Age Workplace.
- Complete the chapter quiz.

Click the following link to access the MindTap module:

- [Chapter 11 \("Reporting in the Digital Age"\)](#)

Informal Business Reports

Report data become more meaningful when analyzed and presented in ways to help manager and leaders in organizations.

This topic addresses the following competency:

- **Competency 3006.1.1: Effective Communication**
The graduate communicates effectively, both in writing and speaking, within an organizational setting.

This topic highlights the following objectives:

- Present statistical data to improve persuasiveness of a message.
- Provide practical recommendations after analysis.
- Organize report data logically in order to provide reader cues and aid comprehension.
- Create short informational reports that describe routine tasks.
- Prepare short analytical reports that solve business problems.

Informal Business Reports

Understanding and interpreting data can be critical to business decisions. It is important that data is analyzed and presented in a way that can be understood by all decision makers in an



organization. This makes the function of creating effective informal reports based on data critical for solving complex business problems.

As you complete the material below, pay attention to the following key points:

- analyzing data to arrive at conclusions
- preparing report recommendations
- moving from findings to recommendations

Access Chapter 12 ("Informal Business Reports") in *Business Communication* and complete the following activities:

- Read the chapter.
- Review the study tools.
 - Lecture Slides
- Complete the Problem Set: Informal Reports.
- Complete the chapter quiz.

Click the following link to access the MindTap module:

- [Chapter 12 \("Informal Business Reports"\)](#)

Proposals, Business Plans, and Formal Business Reports

Proposals are crucial to organizational success. As a leader and manager, writing a business proposal to solve problems, provide services, or sell products is frequently part of your role in the organization.

This topic addresses the following competency:

- **Competency 3006.1.1: Effective Communication**
The graduate communicates effectively, both in writing and speaking, within an organizational setting.

This topic highlights the following objectives:

- Explain the purpose and basic components of various types of proposals.
- Identify the components of typical business plans.
- Explain how the components of formal business reports serve the purpose of the report.
- Identify writing tips that aid authors of formal business reports.

Proposals, Business Plans, and Formal Business Reports

Proposals can be the means for creating projects, generating income, or selling products or services. They can determine the success of an organization, and understanding how to create effective proposals can make you an invaluable employee.

As you complete the material below, pay attention to the following key points:



- informal proposals
- formal proposals
- grant proposals
- components of typical business plans

Access Chapter 13 ("Proposals, Business Plans, and Formal Business Reports") in *Business Communication* and complete the following activities:

- Read the chapter.
- Review the study tools.
 - Lecture Slides
- Complete the Problem Set: Proposals, Business Plans, and Formal Business Reports.
- Complete the chapter quiz.

Click the following link to access the MindTap module:

- [Chapter 13 \("Proposals, Business Plans, and Formal Business Reports"\)](#)

Business Presentations

Leaders and managers need to prepare to conduct business presentations to diverse audiences using appropriate technology for those specific occasions.

This topic addresses the following competency:

- **Competency 3006.1.1: Effective Communication**
The graduate communicates effectively, both in writing and speaking, within an organizational setting.

This topic highlights the following objectives:

- Discuss various types of business presentations and the steps in preparing any of these presentations.
- Explain how to organize the introduction, body, and conclusion as well as how to build audience rapport in a presentation.
- Design effective visual aids and handouts using multimedia presentation technology.
- Describe how to organize a business presentation.
- Organize presentations for intercultural audiences.

Business Presentations

At some point in your career, you will likely be asked to create a presentation with the intent to inform or persuade, which will probably involve audiences of varying sizes. Understanding how to create a presentation to meet the needs of your audience and accomplish designated objectives can be the difference between success and failure. The skills covered in this section will be invaluable to any role within an organization.

As you complete the material below, pay attention to the following key points:



- knowing your purpose
- knowing your audience
- applying the 3x3 writing process to multimedia presentations
- keeping your audience engaged

Access Chapter 14 ("Business Presentations") in *Business Communication* and complete the following activities:

- Read the chapter.
- Review the study tools.
 - Lecture Slides
- Complete the Problem Set: Business Presentations.
- Complete the chapter quiz.

Click the following link to access the MindTap module:

- [Chapter 14 \("Business Presentations"\)](#)

Job Search and Resumes in the Digital Age

Cutting-edge digital and personal networking strategies for job searches and career advancement are covered from both the applicant and the manager perspectives.

This topic addresses the following competency:

- **Competency 3006.1.5: Use of Technology for Communication in the Digital Age**
The graduate utilizes appropriate technology and/or social media to communicate effectively.

This topic highlights the following objectives:

- Prepare to search for a job in the digital age by describing the changing job market, identifying your interests, assessing your qualifications, and exploring career opportunities.
- Develop savvy search strategies by recognizing job sources and using digital tools to explore the open job market.
- Identify both traditional and digital tools in pursuing the hidden job market to expand your job-search strategies.
- Outline your qualifications and information to create a winning, customized résumé.
- Identify digital tools to optimize your job search and résumé.
- Create a customized cover message to accompany a print or digital résumé.

Job Search and Resumes in the Digital Age

Job searching can be done using company sites, search engines, and social networks, and involves online resumes and interviewing. Techniques to communicate using these tools will increase your chance of developing a personal brand.



As you complete the material below, pay attention to the following key points:

- job searching in the digital age
- résumé writing
- job search with digital tools
- cover messages

Access Chapter 15 ("The Job Search and Résumés in the Digital Age") in *Business Communication* and complete the following activities:

- Read the chapter.
- Review the study tools.
 - Lecture Slides
- Complete the Problem Set: The Job Search and Resumes in the Digital Age.
- Complete the chapter quiz.

Click the following link to access the MindTap module:

- [Chapter 15 \("Job Search and Résumés in the Digital Age"\)](#)

Interviewing and Following Up

Interview skills and follow-up activities for managers are important skills for your career.

This topic addresses the following competency:

- **Competency 3006.1.5: Use of Technology for Communication in the Digital Age**
The graduate utilizes appropriate technology and/or social media to communicate effectively.

This topic highlights the following objectives:

- Explain the purposes and types of job interviews.
- Describe what to do before an interview.
- Describe what to do during an interview.
- Describe what to do after an interview.
- Prepare additional employment documents.

Interviewing and Following Up

The job-interview process, purpose, forms, screening, and interview types are presented in this section. You will also review how to complete employment applications and write follow-up messages accurately to enhance success.

As you complete the material below, pay attention to the following key points:

- purpose and types of job interview
- steps for before, during, and after the interview



Access Chapter 16 ("Interviewing and Following Up") in *Business Communication* and complete the following activities:

- Read the chapter.
- Review the study tools.
 - Lecture Slides
- Complete the Problem Set: Interviewing and Following Up.
- Complete the chapter quiz.

Click the following link to access the MindTap module:

- [Chapter 16 \("Interviewing and Following Up"\)](#)

Complete: Task 1 and Task 2

Complete the following tasks in Taskstream:

- Management Communication: Task 1 and Task 2

For details about this performance assessment, see the "Assessment" tab in this course.

Final Steps

Congratulations on completing the activities in this course! This course has prepared you to complete the assessment associated with this course. If you have not already been directed to complete the assessment, schedule and complete it now.