

## **Learning Objectives for MGT 301, Business Communication**

- Explain the importance of effective communication in the business environment.
- Identify audiences, tailor messages to those audiences, and select the best means of conveying messages in a variety of organizational contexts.
- Demonstrate knowledge of the ethical implications (such as attention to issues of culture, gender and intellectual property) of communicating information in a variety of business-related contexts.
- Demonstrate the ability to use various channels of business communication, including forms of digital media.
- Engage in writing as a process, including researching, drafting, testing, revising, reflecting and editing.
- Improve oral communication skills, particularly the effective use of technology and the design and use of visual aids.
- Demonstrate the ability to use communication techniques that foster group productivity and create a cohesive, collaborative product, whether in written or oral form.