



MASTER COURSE OUTLINE

A. FBMA 2937 Directed Study — Communications

B. COURSE DESCRIPTION:

This course will assist student in further acquiring and developing a higher level of communication skills. Students will review and evaluate various communication methods and techniques in dealing with and relating to individuals in both the public and private sector. Students will use this information in formulating an effective communication method and style.

(2 Cr – 2 lect, 0 lab)

C. **Core Theme: Critical Thinking

D. RIVERLAND INSTITUTIONAL LEARNING OUTCOMES:

This course addresses the following Riverland Institutional Learning Outcome(s):

- ILO 1: critical thinking (*Core Theme Goal 2*)
- ILO 2: awareness of the larger global community (*Core Theme Goal 7 or 8*)
- ILO 3: ethical, engaged citizenship (*Core Theme Goal 9 or Goal 10*)
- ILO 4: communication and collaboration (*Discipline Goal 1 and by any learning outcome(s) involving communication or collaboration*)

E. MAJOR CONTENT AREAS:

- Communication technologies
- Communication methods

F. GOAL TYPE, OBJECTIVES AND OUTCOMES:

<u>GOAL TYPE</u>	<u>OBJECTIVES</u>	<u>OUTCOMES</u>
** <u>Critical Thinking</u>	Students will be able to imagine and seek out a variety of possible goals, assumptions, interpretations, or perspectives which can give alternative meanings or solutions to given situations or problems.	The student will successfully 1. complete a strengths, weaknesses, opportunities, and threats analysis. and compare at least two different risk management products. i.e., crop insurance. 2. discuss the implications of risk assessment findings to your

		business with your FBM instructor.
<u>CS</u>	compare available technologies for communication.	<ol style="list-style-type: none"> 1. explore technology options. 2. determine the pros/cons for each of the options.
<u>CS</u>	identify communication technologies that can be effectively utilized in the business.	<ol style="list-style-type: none"> 1. implement communication technology that will improve the business. 2. develop a plan of communication that will improve the business operation.
<u>CS</u>	research technologies for communication.	<ol style="list-style-type: none"> 1. recognize the communication style that works effectively in public. 2. identify the communication style that works effectively in private.
<u>CS</u>	communicate effectively in a public or private setting.	<ol style="list-style-type: none"> 1. develop the skills to communicate efficiently and comfortably in public or private. 2. choose a method of communication to use in a public and private setting.

G. SPECIAL INFORMATION:

This course may require use of the Internet, the submission of electronically prepared documents and the use of a course management software program. Students who have a disability and need accommodations should contact Accessibility Services at the beginning of the semester. This information will be made available in alternative format, such as Braille, large print, or cassette tape, upon request.

H. COURSE CODING INFORMATION:

Course Code U/ Customer Driven; Letter Grade

Revision date: 08/30/23

AASC Approval date: 10/17/23

*Riverland Community College Disciplines	***MnTC Goal Number
Communication (CM)	1
Natural Sciences (NS)	3
Mathematics/Logical Reasoning (MA)	4
History and the Social & Behavioral Sciences (SS)	5
Humanities and Fine Arts (HU)	6

** Riverland Community College Core Themes	***MnTC Goal Number
Critical Thinking (CT)	2
Human Diversity (HD)	7
Global Perspective (GP)	8
Ethical and Civic Responsibility (EC)	9
People and the Environment (PE)	10

*These five MnTC Goals have been identified as Riverland Community College Disciplines.

** These five MnTC Goals have been identified as Riverland Community College Core Themes.

NOTE: The Minnesota Transfer Curriculum “10 Goal Areas of Emphasis” are reflected in the five required discipline areas and five core themes noted in the Riverland Community College program of study guide and/or college catalog.