



Business Communication

COURSE BROCHURE & SYLLABUS

Millions of students have discovered online learning. Now you can harness the power of online education to get the promotion you really want, keep your skill set current, or expand your job responsibilities! By reviewing this information, you have already taken that important first step toward a better future.



Blackstone Career Institute's online business courses enable you to learn new skills at your own pace without disrupting your present job or lifestyle. Upon completion, you will have a Business Communication certificate, along with the skills and confidence necessary to achieve your professional development goals. Best of all, some employers will sponsor your training through tuition assistance and reimbursement programs.



Your Course Overview

Unit 1 Blackstone's Skills for Success

In this lesson, you will discover how you learn as well as your learning style. You will understand how you learn best by reading about intrinsic versus extrinsic motivation, field dependence and independence, self-efficacy and self-determination. Visual, auditory, and kinesthetic learners will be discussed along with the differences between them. You will also receive some tips regarding your study space, the best time to work, and goal setting. Learning strategies, along with note-taking and memory tricks, are also an important part of this lesson.

Unit 2 Office Technology & Keyboarding

Lesson 2 covers how computers are used in the office today, the different types of computers, and the parts of a computer system. Basic keyboarding skills will be introduced. In this lesson you will also learn about the Internet, URLs, search engines, and e-mail. Office technology will be discussed, including office telephones, different types of telephone calls, fax machines, photocopiers, multipurpose machines, transcribers, digital cameras, and wireless communication.

Blackstone Typing Tutor (accessible through the Online Student Center)

Unit 3 Management Practices & Principles

In this lesson, you will read about the role of a supervisor as both a manager and leader. You will read about creating an effective workplace environment through communication, a positive work climate, team building, and conflict management. You will also learn about the roles a manager plays in delegation, developing job expectations, employee recruitment and selection, training, performance evaluation, and discipline.

Unit 4 Creating an Effective Workplace Environment

Lesson 4 provides an overview of how interpersonal communications affect workplace strategies, including how the various roles in the office can function together and how to use feedback, goals and incentives for increasing productivity. This lesson will introduce you to the fundamentals of effective communication, including maximizing your speaking and listening skills and proper use of body language to communicate messages. You will also learn about the benefits of working in a culturally diverse environment, and how to overcome communication barriers caused by diversity. Finally, this lesson will explore team building strategies.

Unit 5 Business Communication 1

This lesson explains the importance of communication skills in relation to career success. You will analyze the process of communication and understand how to use it effectively while overcoming barriers to interpersonal communication. You will learn about professionalism and teamwork in today's workplace, including effective practices and active listening techniques. This lesson also discusses intercultural communication and how to improve nonverbal and oral communication in intercultural settings.

Business Communication: Process & Product

Unit 6 Business Communication 2

Lesson 6 introduces the writing process. You will explore the four basic principles of business writing and the components of the three phases of the writing process, which are prewriting, writing and revising. You will learn how to employ a positive and courteous tone, organize data into lists or outlines, draft your message, use the three classic paragraph plans, and revise your message for conciseness, clarity and readability.

Unit 7 Business Communication 3

Lesson 7 centers around workplace communication. You will discover the role of digital media in business, and explore the use of instant messaging, texting, podcasts, blogs and social networking in business. The lesson explains how to create positive messages and the appropriate use of e-mails, memos and letters, including those that make requests, respond to inquiries, and explain directions. You will also learn how to convey negative news and write successful persuasive messages.

Unit 8 Business Communication 4

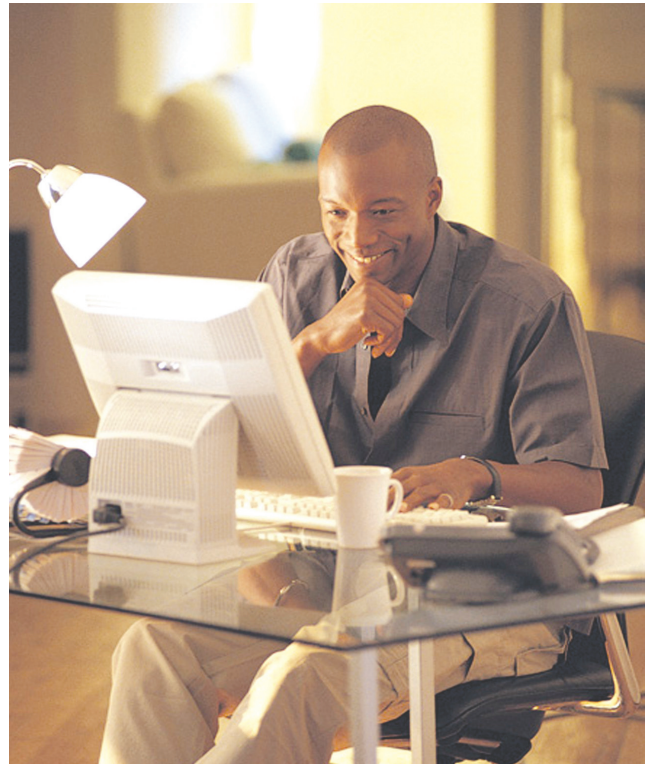
This lesson covers reports, proposals and presentations. You will learn the basic features of business reports and how to find and use secondary sources and primary data. The lesson introduces informal business reports and how to draw meaningful conclusions, present practical recommendations, and report data logically. You will also discover the components of informal and formal proposals and tips for writing them. This lesson contains information on preparing effective business presentations, including delivery techniques and using visual aids.

Unit 9 Business Communication 5

This lesson explores employment communication. It addresses the job search, résumés, and cover letters. You will learn about the importance of a job interview and its purposes, as well as what to do before, during and after an interview.

Unit 10 Critical Thinking Skills

This lesson helps students develop their critical thinking skills, including use of inference and judgment, identifying strong conclusions, persuasive strategies, and deductive reasoning. You will also read about metacognition, the process of thinking about thinking, and how it builds critical thinking skills, as well as interpreting and using critical theories.



Unit 11 English & Written Communication

In this lesson, you will gain knowledge about the English language and written communication. This information is important to the successful allied health professional. Begin with parts of speech, then review parts of a sentence, pronouns, verbs and agreement, and finally, sentence types and punctuation. This lesson is a great grammar tutorial. You will also learn about writing in active versus passive voice, paragraph formation, and topic sentences; and you gain some valuable tips for business communication.

Unit 12 Time & Stress Management

This lesson discusses how to minimize stress and maximize productivity in your personal and professional life by analyzing your values, habits, and daily interruptions. Multiple worksheets and exercises are included, as well as valuable tips for prioritizing and setting goals.



A Blackstone Education Provides ...

Superior Student Services

You are never alone when studying with Blackstone.

Even though there is no formal campus or classrooms, we offer assistance to our students that is second to none.

Program Assistance

Our education department is only a phone call, fax, or e-mail away if you ever need help with your course studies. Use our toll-free number to access our staff or e-mail your questions 24 hours a day, 7 days a week.

Instant Grading

Immediate feedback is provided after submission of all exams and the keyboarding assignment. Know how you are doing after every step!

Ample Time

Students are permitted up to one year to complete the course. You can finish your online training as quickly as you would like or take up to the full time allotted.

Affordable Tuition

The Business Communication course tuition covers everything you need to complete your certificate course including your textbook, online study guides and study units, exam evaluation services, access to the Online Student Center, and your certificate.

Financial Assistance

Many employers offer benefit programs to reimburse employees for tuition expenses. Check with your employer to see if you are eligible.

Payment plans are also available for financing your online training. Call Blackstone at 1-800-826-9228 to find out more today!

Online Student Center

Included with your tuition, you will have online access to your study guides and study units, exams, grades, discussion boards, and more.

Freedom and Flexibility

There are no fixed classes to attend, so you can study anytime, anywhere. Study guides are available online, wherever you are.

The Blackstone Facebook Page



Become a member of one of the premier social networking sites to chat with other students and share career advice. This is a great tool to keep you up to date on the latest news from Blackstone.

The Blackstone Career Center

Provides job search strategies, a job search databank, and career resources.





Online!

Benefits of Blackstone Online

- Online testing
- Instant results
- Access to your records
- Access to grades & transcript
- Online chats with students & faculty
- Download your lessons anytime, anywhere
- Online student support
- Web resources

Best of All ...

No Additional Charge
this is part of your standard tuition!

EQUIPMENT REQUIREMENTS

Students will need to have access to an IBM compatible PC with the following minimum requirements to complete BCI's Introduction to MediSoft course:

- Recommend 1 Ghz processor or higher
- Microsoft Windows® 98, Windows® 98 Second Edition, Windows® Millennium Edition, Windows® 2000 Professional Service Pack 4, Windows® XP, Windows® Vista, or Windows® 7
- 64 MB RAM (Windows® 98/Windows® 98 Second Edition/Windows® ME)
- 128 MB RAM (Windows® 2000 Professional/Windows® XP)
- 256 MB RAM (Windows® Vista and Windows® 7)
- 600 MB available hard disk space minimum
- CD-ROM drive
- SVGA or higher monitor required
- 16-Bit sound card or higher
- Standard USB port
- Speakers connected to your sound card
- Microsoft® mouse or other compatible pointing device
- Printer
- Web browser such as Microsoft Internet Explorer 7.0+ or Firefox 3.5+
- An active account with an Internet Service Provider (ISP)
- An active e-mail account





Licensure, Accreditation and Memberships

Blackstone Career Institute's credentials are your assurance that Blackstone meets quality educational and business standards set by reputable organizations that have assessed our programs and business operations.

Blackstone is:

- Licensed by the State Board of Private Licensed Schools, Department of Education, Commonwealth of Pennsylvania
- Nationally accredited by the Accrediting Commission of the Distance Education and Training Council, Washington, D.C.
- Regionally accredited by the Middle States Commission on Secondary Schools, Philadelphia, PA
- An accredited member of the Better Business Bureau with a rating of A+
- Member of the Greater Lehigh Valley, PA Chamber of Commerce
- Selected by *G.I. Jobs* magazine as a Military-Friendly School for three consecutive years



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