COURSE OUTLINE OF RECORD

Number: BUS G139  TITLE: Business Communication

ORIGINATOR: Alice Rivera  EFF TERM: Fall 2009
FORMERLY KNOWN AS:  DATE OF
OUTLINE/REVIEW: 05-25-2014
CROSS LISTED COURSE: TOP NO: 0506.30
CID: BUS 115

SEMESTER UNITS: 3.0
HRS LEC: 54.0  HRS LAB: 0.0  HRS OTHER: 0.0
CONTACT HRS TOTAL: 54.0
STUDY NON-CONTACT HRS RECOMMENDED: 108.0

CATALOG DESCRIPTION:
This course focuses on the development and refinement of the written and oral communication skills that are necessary for success in today's dynamic business environment. Emphasis will be placed on solving simple-to-complex business problems through critical thinking, research, analysis, and evaluation. Students will communicate these results through effective planning, organizing, outlining, drafting, revising, and finalizing business documents. Oral presentation skills, employment preparation and job-search techniques are also covered. C-ID BUS 115

JUSTIFICATION FOR COURSE:

PREREQUISITES:
- ENGL G100: Freshman Composition
- GWC English Placement Level of 90 or higher.
- ENGL G100: Freshman Composition with a minimum grade of C or better
  or
- ENGL G100H SUSPENDFALL18: Freshman Composition, Honors with a minimum grade of C or better
  or
- OCC English Placement Level of 90 or higher.
  or
- ENGL A100: Freshman Composition with a minimum grade of C or better
  or
- CCC English Placement Level of 50 or higher.
  or
- ENGL C100: Freshman Composition with a minimum grade of C or better
  or

COREQUISITES:

ADVISORIES:

ASSIGNED DISCIPLINES:
- Business

MATERIAL FEE: Yes [ ] No [X] Amount: $0.00

CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]
GRADING POLICY: Pass/No Pass [ ] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]
OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]
TRANSFER STATUS: CSU Transferable [X] UC/CSU Transferable [ ] Not Transferable [ ]
BASIC SKILLS STATUS: Yes [ ] No [X]  LEVELS BELOW TRANSFER: Not Applicable
BUS G139-Business Communication

CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable
NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course
OCCUPATIONAL (SAM) CODE: C
REPEATABLE ACCORDING TO STATE GUIDELINES: No [X] Yes [ ] NUMBER REPEATS:
REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X]
Accounting(Associate in Arts)
Associate of Arts: Liberal Arts: Emphasis in Business and Technology(Associate in Arts)
Business Administration(Associate in Science for Transfer)
Business Administration(Associate in Arts)
Business Administration(Certificate of Achievement)
CERTIFIED BUSINESS PROFESSIONAL: PROFESSIONAL LEGAL SECRETARY CERTIFICATE
HOLDERS OPTION(Associate in Arts)
General Management Option(Certificate of Achievement)
Human Resources Management Option(Certificate of Achievement)
Management(Associate in Arts)
Marketing Management(Associate in Arts)
Marketing Management Option(Certificate of Achievement)
Retail Management(Certificate of Achievement)
Retail Management and Entrepreneurship(Associate in Arts)
Small Business Management Option(Certificate of Achievement)

GE AND TRANSFER REQUIREMENTS MET:

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. exercise critical thinking and analytical strategies to define and solve business communication problems.
2. create business documents that pass the 7-C test for effectiveness (clear, concise, creative, credible, courteous, complete, and correct).
3. apply analytical skills by objectively and subjectively evaluating and critiquing one’s own writing and the writing of others.
4. collect, organize, and analyze data for informational, progress, justification, and feasibility reports; engage writing techniques that produce clear and concise informal report documents.
5. complete a formal research project to include researching and collecting data; synthesizing and organizing findings; developing conclusions and recommendations; and writing a multi-section formal report.
6. apply critical thinking and effective speaking skills by planning, organizing, writing, and delivering a 15- to 20-minute multimedia oral presentation on an appropriate business topic.
7. exercise critical thinking, research, investigation, and analytical and interpersonal skills by preparing for the employment process. Tasks in the employment process include identifying interests and goals, choosing a career path, evaluating qualifications, designing a persuasive resume and cover letter, conducting job market searches, and preparing for interviews.

COURSE OBJECTIVES:
1. Identify and solve business problems, then deliver the results using critical thinking to compose effective written and oral business communications.
2. Research, synthesize, and analyze data; present results in both formal and informal business reports.
3. Practice formal oral presentation skills.
4. Partake in the employment process by identifying professional interests and goals, choosing a career path, performing job searches, and preparing for interviews.
COURSE CONTENT:

LECTURE CONTENT:

A. UNDERSTANDING THE FOUNDATIONS OF BUSINESS COMMUNICATION
   1. Defining the communication process
   2. Identifying and overcoming barriers to effective communication
   3. Refining listening skills
   4. Improving verbal communications
   5. Understanding the impact and importance of nonverbal communication
   6. Learning the characteristics of effective business messages
   7. Understanding the differences between internal and external; formal and informal; upward, downward, and lateral communications.
   8. Keeping pace with communication technologies
   9. Recognizing the attributes of communicating ethically.

B. WORKING IN TEAMS
   1. Identifying the types and characteristics of teams
   2. Building effective teams
   3. Understanding Group Dynamics
   4. Conducting Productive Team Meetings
   5. Resolving team conflicts
   6. Composing Collaborative Messages
   7. Evaluating the work of others

C. COMMUNICATING INTERCULTURALLY
   1. Understanding the global marketplace and the importance of communicating across cultures
   2. Recognizing cultural differences and improving intercultural sensitivity
   3. Developing effective intercultural communication skills
   4. Overcoming language barriers
   5. Communicating with multicultural workforces

D. UNDERSTANDING THE THREE-STEP WRITING PROCESS
   1. Planning Business Messages
      1. Defining your purpose
      2. Analyzing the audience
      3. Satisfying audience needs
      4. Providing all required information
      5. Selecting an appropriate channel and medium
   2. Writing Business Messages
      1. Brainstorming ideas
      2. Identifying key and supporting points
      3. Organizing key and supporting points
      4. Developing an outline
      5. Composing the message: writing the first draft
   3. Completing Business Messages
      1. Revising the first draft
      2. Evaluating content, organization, style, and tone
      3. Reviewing for readability
      4. Editing for clarity, and conciseness
      5. Finalizing your message
      6. Proofreading your message
      7. Giving documents a professional look
      8. Signing and distributing final document

E. WRITING POSITIVE AND NEUTRAL COMMUNICATIONS USING THE DIRECT STYLE OF WRITING
   1. Composing routine messages
   2. Making and granting requests
   3. Placing and acknowledging orders
4. Filing claims and requesting adjustments
5. Granting claims and requests for adjustments
6. Requesting recommendations and references
7. Providing recommendations and references
8. Announcing good news
9. Sending goodwill messages

F. WRITING BAD-NEWS MESSAGES USING BOTH THE DIRECT AND INDIRECT STYLES OF WRITING
1. Sending negative responses to routine requests
2. Refusing invitations and requests for favors
3. Handling bad news about purchase orders
4. Denying claims and requests for adjustments
5. Rejecting credit
6. Communicating negative organizational news
7. Writing turndown employment messages

G. WRITING PERSUASIVE MESSAGES USING THE AIDA (Attention, Interest, Desire, Action) PLAN
1. Using persuasive strategies
   1. Framing one’s arguments
   2. Balancing emotional and logical appeals
   3. Reinforcing one’s position
   4. Dealing with resistance
2. Writing effective collection messages
3. Making requests for action
4. Requesting adjustments
5. Creating sales documents
6. Developing fundraising messages

H. WRITING EMPLOYMENT DOCUMENTS
1. Understanding today’s changing workplace and hiring practices
2. Planning and preparing a resume
3. Producing computer-friendly resumes
4. Writing the letter of application
5. Preparing effective employment follow-up letters
6. Developing successful job interview strategies

I. RESEARCHING AND WRITING EFFECTIVE BUSINESS REPORTS
1. Understanding today’s changing workplace and hiring practices

METHODS OF INSTRUCTION:

A. Lecture:
B. Online:
C. Independent Study:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:

Out-of-class Assignments

Video case studies and in-class group activities.

Writing Assignments

(1) Identifying and solving simple-to-complex business problems and communicating solutions through effective written and oral communication methodologies. (2) Completing a comprehensive research project and writing a formal business research report. (3) Preparing and delivering a 15- to 20-minute multimedia oral presentation on an appropriate business topic. (4) Completing a self-analysis and career skills profile, researching the job market, writing employment documents, and preparing for an interview.

Reading Assignments
METHODS OF STUDENT EVALUATION:
Midterm Exam
Final Exam
Written Assignments
Objective Examinations
Report
Projects (ind/group)
Problem Solving Exercises
Oral Presentations

Demonstration of Critical Thinking:
(1) defining problems, researching and analyzing solutions, exploring alternatives, and making quality decisions; then communicating those decisions using the most effective oral and written communication methodologies. (2) objectively and subjectively evaluate and critique not only the student's own writing, but also the writing of others. (3) selecting a topic and completing a formal research project includes data collection and analysis, the synthesizing and organizing of findings, developing conclusions and recommendations, and then writing a multi-section formal report. (4) selecting an appropriate business topic and planning, organizing, writing, and delivering a 15- to 20-minute multimedia oral presentation. (5) researching, investigating, and analyzing career paths (self-analysis) as well as the job market; and then preparing for the employment process by designing persuasive employment documents and preparing for job interviews.

Required Writing, Problem Solving, Skills Demonstration:
(1) Identifying and solving simple-to-complex business problems and communicating solutions through effective written and oral communication methodologies. (2) completing a comprehensive research project and writing a formal business research report. (3) preparing and delivering a 15- to 20-minute multimedia oral presentation on an appropriate business topic. (4) completing a self-analysis and career skills profile, researching the job market, writing employment documents, and preparing for an interview.

TEXTS, READINGS, AND RESOURCES:
TextBooks:

LIBRARY:
Adequate library resources include: Non-Print Materials
Comments:
Attachments:
Attached Files