BUS 0265 - BUSINESS COMMUNICATIONS

Catalog Description

Formerly known as BUS 102
Prerequisite: Completion of ENGL 1A with grade of "C" or better
Hours: 54 lecture
Description: Applies the principles of effective communication to the creation of letters, memos, emails, and written and oral reports for a variety of business situations. The course emphasizes planning, organizing, composing, and revising business documents using word processing software for written documents and presentation-graphics software to create and deliver professional-level oral reports. (C-ID BUS 115) (CSU)

Course Student Learning Outcomes

- CSLO #1: Solve business problems and communicate solutions through writing.
- CSLO #2: Create effective business documents and presentations.
- CSLO #3: Build an e-portfolio to demonstrate your communication competencies.

Effective Term

Fall 2020

Course Type

Credit - Degree-applicable

Contact Hours

54

Outside of Class Hours

108

Total Student Learning Hours

162

Course Objectives

1. Explain the elements of the communication process.
2. Analyze how word selection and usage affects communication.
3. Solve business communication problems through planning, problem solving, organizing, writing, listening and presenting techniques.
4. Illustrate sensitivity to audience needs and desire, including cross-cultural situations.
5. Plan, organize, write and revise letters, memos, emails, and reports suitable for a variety of business situations, including quantitative (e.g., accounting and finance) and business legal contexts.
6. Plan and deliver individual or team oral-presentations for business meetings.
7. Understand communication in an internationalization and globalization context.
8. Identify a basic logical fallacy in an oral or written context.
9. Select a proper delivery format—face-to-face v. electronic—and identify the strengths of each modality.
10. Understand uses of social media and related Internet writing contexts.
11. Adjust composition, prose, and rhetorical language use for optimal conciseness and clarity.
12. Demonstrate an understanding of social etiquette applicable in a business environment.
13. Be able to discern the differences between primary sources and secondary sources.
14. Demonstrate an understanding of the importance of original work, the role of proper citations and references, and the ability to avoid plagiarism of either a deliberate or inadvertent nature.

General Education Information

- Approved College Associate Degree GE Applicability
  - AA/AS - Oral Comm Skills
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable

Methods of Evaluation

- Classroom Discussions
  - Example: 1. Students will read the textbook and visit outside websites. Students will participate in a discussion about types of sources to include in a proposal and then evaluate source material (as a group). Students will be graded on their 1) accuracy (ability to identify primary versus secondary sources) 2) Critical thinking (ability to provide reasons for their choices) (Objective 13)
- Objective Examinations
  - Example: 1. Students take a multiple choice exam identifying the types of appeals used in persuasive advertising messages. Proficiency set at 75%. Mastery at 90%. (Objective 2)
- Projects
  - Example: 1. Students create written correspondence in an online journal. For example, for one entry, students craft a negative news message to reject a donation request. The assignment is graded using a rubric that evaluates the use of the following elements in a negative message: Buffer, reasons, bad news, closing. All four elements must be included to demonstrate proficiency of the objective (Objective 3)

Repeatable

No

Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Instructor provides interactive lecture on blogging. Students utilize discussion board to 1) identify and appraise blogs used by companies 2)gauge audience interest for their blog idea. This relates to Objective J. Students understand uses of social media. Students

will demonstrate use of social media messaging as a way to share ideas and capture audience attention.

Distance Learning

1. In a discussion board activity, students are asked to generate a list of primary and secondary sources they will need in order to create a proposal. Students collaboratively 1) recommend sources 2)determine which sources are best for the different parts of the report. This conversation is mediated by the instructor and meets objective M. Be able to discern and appreciate the difference between sources.

Typical Out of Class Assignments
Reading Assignments

1. Read the chapter on graphics and article from Forbes.com and use information to create either a table or chart for a report or presentation. 2. Read the supplemental information from OWL at Purdue. Research and document three different sources (e.g., websites, surveys or interviews) to come up with recommendations for a work-related analytical report.

Writing, Problem Solving or Performance

1. Using case studies, students write routine, special, "bad-news" letters, memos, and e-mails. 2. Using self-assessment tools students write a functional resume and a cover letter. 3. Students research and write a 5-6 page sales proposal.

Other (Term projects, research papers, portfolios, etc.)

1. Engage in mock-interview as interviewee, interviewer and observer. 2. Brainstorm in groups to arrive at solutions for business-related cases. 3. Self-appraise and critique own oral presentation skills through use of video camera and video replay.

Required Materials

- Business Communication: Building Critical Skills
  - Author: Locker and Kaczmarek
  - Publisher: McGraw Hill
  - Publication Date: 2012
  - Text Edition: 6th
  - Classic Textbook?: No
  - OER Link:
  - OER:
- Business Communication Essentials
  - Author: Thill and Bovee
  - Publisher: Pearson
  - Publication Date: 2012
  - Text Edition: 5th
  - Classic Textbook?: No
  - OER Link:
  - OER:
- M: Business Communication
  - Author: Flatley, Rentz and Lentz
  - Publisher: McGraw-Hill/Irwin
  - Publication Date: 2011
  - Text Edition: 2nd
  - Classic Textbook?: No
  - OER Link:
  - OER:
- Essentials of Business Communication
  - Author: Guffey and Loewy
  - Publisher: South-Western College Publishing
  - Publication Date: 2013
  - Text Edition: 9th
  - Classic Textbook?: No
  - OER Link:
  - OER:

Other materials and-or supplies required of students that contribute to the cost of the course.