

BUS C139: BUSINESS COMMUNICATION

Item	Value
Curriculum Committee Approval Date	12/08/2023
Top Code	050500 - Business Administration
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

Formerly: MGMT C101. This course applies the principles of ethical and 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. This course is designed for students who already have college-level writing skills. PREREQUISITE: ENGL C1000. Transfer Credit: CSU. C-ID: BUS 115.C-ID: BUS 115.

Course Level Student Learning Outcome(s)

1. Create a targeted cover letter or email and resume for a specific job posting using clear, concise, and grammatically correct professional language.
2. Produce a business-related analytical report, which includes an executive summary, documented sources, and graphics using clear, concise, and grammatically correct professional language.
3. Design and deliver an oral report on a topic suitable for a business situation using presentation software and/or audio-video multimedia and employing professional verbal and non-verbal language.
4. Given a variety of business situations, and using clear, concise, and grammatically correct professional language, write the following messages: direct request, direct reply, and negative news.

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 desires, including diverse populations, in a variety of 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. Describe 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. Describe uses of social media and related Internet writing contexts.
- 11. Adjust composition, prose, and rhetorical language use for optimal conciseness and clarity.
- 12. Apply an understanding of social etiquette applicable in a business environment.
- 13. Discern the differences between primary sources and secondary sources.
- 14. Articulate 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.

Lecture Content

The course begins with the theory of written and oral communication. Messages are broken into their component parts for a critical analysis of organization and content, style, tone, grammar, format, and appearance. Students analyze business situations and plan, organize, write, and revise letters, memos, emails, and reports. Students will prepare and submit for grades at least one of each of the following types of business messages. Direct request and direct reply. Negative (bad news). Persuasive. Employment-related (e.g., a resume) Analytical report which analyzes a problem or question, compares and contrasts alternative solutions, includes properly inserted visuals, page numbers and an associated table of contents, includes documented sources, an executive summary, and provides conclusions and recommendations. The report will be prepared using word processing software, properly formatted, and printed by a computer printer. Oral presentation, using presentation software and/or audio-video multimedia, on a topic suitable for a business situation.

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

This course may be taught using multiple methods of support including classroom, video, audio, multi-media, and online strategies. Instructors utilize learning strategies, including lectures; cooperative learning groups; written homework assignments; self-paced independent study using textbooks, video lessons, audio segments, computer software, or online systems; demonstrations or discussions; presentations by students to software or online systems; demonstrations or discussions; presentations by students to the instructor or for class presentation; research projects; journals; and various types of assessment by quiz and exam, including open-ended, close-ended, multiple choice, and essay.

Reading Assignments

Students will read assigned textbooks and periodicals and will participate in class discussions.

Writing Assignments

Written assignments: Business e-mails Business reports Citation/bibliography Presentation outlines presentations Cover letters Résumés

Out-of-class Assignments

Students will be required to do research for written assignments (business email messages, memos, business letters, business reports, citations, presentation outlines, cover letters, and résumés). Students will deliver individual presentations.

Demonstration of Critical Thinking

Writing e-mail messages, business letters, reports with citations, presentation outlines, cover letters, and résumés. Delivering presentations, performing primary/secondary research, and online data search/manipulation.

Required Writing, Problem Solving, Skills Demonstration

Exams are given periodically to monitor students communication knowledge, understanding and skills. Students will write business letters, memos, emails, and reports, and give oral presentations. Instructor will provide detailed written feedback. A final exam that is comprehensive and written.

Eligible Disciplines

Business: Masters degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelors degree in any of the above AND masters degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelors degree in economics with a business emphasis AND masters degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Masters degree required. English: Masters degree in English, literature, comparative literature, or composition OR bachelors degree in any of the above AND masters degree in linguistics, TESL, speech, education with a specialization in reading, creative writing, or journalism OR the equivalent. Masters degree required.

Textbooks Resources

1. Required McLean, S. Effective Business Communication, Version 3.0 ed. Boston, MA: FlatWorld, 2021

Other Resources

1. Coastline Library 2. Current business magazines and newspaper articles pertaining to business