

BUS G139: BUSINESS COMMUNICATION

Item	Value
Curriculum Committee Approval Date	11/16/2021
Top Code	050630 - Management Development and Supervision
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)
Local General Education (GE)	• GWC Critical Thinking (GA3)

Course Description

This course focuses on the development and refinement of 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 planning, organizing, outlining, drafting, revising, and finalizing business documents. Oral presentation skills, employment preparation, and job-search techniques are also covered. PREREQUISITE: ENGL C1000 or ENGL C1000E or achieve qualifying score on English Placement. Transfer Credit: CSU. C-ID: BUS 115. C-ID: BUS 115.

Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Discuss the importance of traditional and modern means of communication in today's changing workplace.
3. Construct business communications using the three-step writing process (planning, drafting, and revising).
4. Compose written and oral business communications that respond to common business topics or issues.

Course Objectives

- 1. Practice formal oral presentation skills.
- 2. Analyze business information to be used in formal and informal business documents.
- 3. Practice employment process activities including job planning, cover letter and resume writing, and interviewing.
- 4. Research business topics for purposes of document citations and argument support.
- 5. Select document styles that are appropriate to various business writing tasks.

Lecture Content

Understanding the foundations of business communications Defining the communication process Identifying and overcoming barriers to

effective communication Refining listening skills Improving verbal communications Understanding the impact and importance of nonverbal communication Learning the characteristics of effective business messages Understanding the differences between internal and external; formal and informal; upward, downward, and lateral communications. Keeping pace with communication technologies Recognizing the attributes of communicating ethically. Working in teams Identifying the types and characteristics of teams Building effective teams Understanding Group Dynamics Conducting Productive Team Meetings Resolving team conflicts Composing Collaborative Messages Evaluating the work of others Communicating interculturality Understanding the global marketplace and the importance of communicating across cultures Recognizing cultural differences and improving intercultural sensitivity Developing effective intercultural communication skills Overcoming language barriers Communicating with multicultural workforces The three-step writing process Planning Business Messages Defining your purpose Analyzing the audience Satisfying audience needs Providing all required information Selecting an appropriate channel and medium Writing Business Messages Brainstorming ideas Identifying key and supporting points Organizing key and supporting points Developing an outline Composing the message: writing the first draft Completing Business Messages Revising the first draft Evaluating content, organization, style, and tone Reviewing for readability Editing for clarity, and conciseness Finalizing your message Proofreading your message Giving documents a professional look Signing and distributing final document Writing positive and negative communications Composing routine messages Making and granting requests Placing and acknowledging orders Filing claims and requesting adjustments Granting claims and requests for adjustments Requesting recommendations and references Providing recommendations and references Announcing good news Sending goodwill messages Writing business-news messages Sending negative responses to routine requests Refusing invitations and requests for favors Handling bad news about purchase orders Denying claims and requests for adjustments Rejecting credit Communicating negative organizational news Writing turn-down employment messages Writing persuasively using AIDA (Attention, Interest, Desire, Action) Plan Using persuasive strategies Framing ones arguments Balancing emotional and logical appeals Reinforcing ones position Dealing with resistance Writing effective collection messages Making requests for action Requesting adjustments Creating sales documents Developing fundraising messages Writing employment documents Understanding today's changing workplace and hiring practices Planning and preparing a resume Producing computer-friendly resumes Writing the letter of application Preparing effective employment follow-up letters Developing successful job interview strategies Researching and writing effective business reports Executive summaries Report organization Using various sources to support arguments Statistical information References and citations

Method(s) of Instruction

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

Reading Assignments

Research assignments utilizing textbook and web/library resources.

Writing Assignments

Preparation of research and business reports. Preparation of cover letters, resumes, and professional correspondence.

Out-of-class Assignments

Research and analysis of information to present in formal business research reports and oral presentations. Practice oral presentation.

Demonstration of Critical Thinking

Analyzing business information to be summarized in business reports. Evaluating and critiquing presentations and written documents prepared by others.

Required Writing, Problem Solving, Skills Demonstration

Completing a comprehensive research project and writing a formal business research report. Preparing and delivering a 15- to 20-minute multimedia oral presentation on an appropriate business topic. Completing a self-analysis and career skills profile, researching the job market, writing employment documents, and preparing for an interview.

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.

Textbooks Resources

1. Required Thill, J.V. Courtland, B.L.. Excellence in Business Communication, 13th ed. Pearson, 2020