

BUSI-105: BUSINESS COMMUNICATION

Effective Term

Fall 2024

SECTION A - Course Data Elements

CB04 Credit Status

Credit - Degree Applicable

Discipline

Minimum Qualifications	And/Or
Business (Master's Degree)	

Subject Code

BUSI - Business

Course Number

105

Department

Business and Entrepreneurship (BUSI)

Division

Business and Computer Studies

Full Course Title

Business Communication

Short Title

Business Communication

CB03 TOP Code

0501.00 - *Business and Commerce, General

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

D - Possibly Occupational

Rationale

Added justification for ENGL-120 prerequisite

SECTION B - Course Description

Catalog Course Description

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.

SECTION C - Conditions on Enrollment

Open Entry/Open Exit

No

Repeatability

Not Repeatable

Grading Options

Letter Grade or Pass/No Pass

Allow Audit

Yes

Requisites

Prerequisite(s)

Completion of ENGL-120 or appropriate placement with a minimum grade of C.

Requisite Justification

Requisite Description

Course Not in a Sequence

Subject

ENGL

Course #

120

Level of Scrutiny

Required by 4-Year Institution

Explanation

C-ID descriptor for Business Communication (C-ID BUS 115) includes required prerequisite of First-Year Composition (C-ID ENG 200).

SECTION D - Course Standards

Is this course variable unit?

No

Units

3.00000

Lecture Hours

54.00

Outside of Class Hours

108

Total Contact Hours

54

Total Student Hours

162

Distance Education Approval

Is this course offered through Distance Education?

Yes

Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Entirely Online	Permanent
Hybrid	Permanent
Online with Proctored Exams	Permanent

SECTION E - Course Content

Student Learning Outcomes

Upon satisfactory completion of the course, students will be able to:	
1.	Demonstrate empathy, character, and tone in writing business correspondence.
2.	Develop and prepare an acceptable business report with required prefatory and supplementary parts.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
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.	Select a proper delivery format (face-to-face v. electronic) and identify the strengths of each modality.
9.	Understand uses of social media and related Internet writing contexts.
10.	Adjust composition, prose, and rhetorical language use for optimal conciseness and clarity.
11.	Demonstrate an understanding of social etiquette applicable in a business environment.
12.	Be able to discern and appreciate the differences between primary sources and secondary sources.
13.	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.
14.	Identify a basic logical fallacy in an oral or written context.

Course 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.

1. Direct request and direct reply.
2. Negative (bad news).
3. Persuasive.
4. Employment-related (e.g., a resume)
5. 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.
6. Oral presentation, using presentation software and/or audio-video multimedia, on a topic suitable for a business situation.

Methods of Instruction

Methods of Instruction

Types	Examples of learning activities
Discussion	
Lecture	
Activity	Develop and prepare an acceptable business report with required prefatory and supplementary parts.

Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards
 Chat Rooms
 Discussion Boards
 E-mail Communication

Telephone Conversations
Video or Teleconferencing

Student-Initiated Online Contact Types

Chat Rooms
Discussions
Group Work

Course design is accessible

Yes

Methods of Evaluation

Methods of Evaluation

Types	Examples of classroom assessments
Exams/Tests	Exams are given periodically to monitor students' communication knowledge, understanding and skills. Final exam will be comprehensive and written.
Quizzes	Possible unannounced quizzes on the course material covered. Possible short answer/true-false/multiple choice/essay questions.
Essays/Papers	Instructor will provide detailed written feedback on all business letters, memos, emails, and reports, and on oral presentations.
Oral Presentations	Presentation of term/business report possible.
Homework	Homework - Outside of class writing consisting of one-to-two-page good news/bad news/persuasive letters and memos.
Other	Class Work - In-class writing consisting of one-to-two page good-news/bad-news/persuasive letters and memos. Group Projects - Team writing of business correspondence possible.

Assignments

Reading Assignments

For example: Students will read information covering the three phases of the writing process.

For example: Students will read textbook information describing the research and writing process for proposals and formal reports.

Writing Assignments

For example: Collaborative writing exercises in pairs and teams. This may include developing a persuasive letter to an employer requesting additional funding for administrative support. Students will demonstrate and use principles learned for writing persuasive business messages.

For example: Individual writing assignments consisting of business letters, memos, and proposals. These may include good-news, routine letters; bad-news letters; proposals for projects using principles of proper business writing. Students may write a bad-news letter to an applicant rejecting the applicant's application for employment.

SECTION F - Textbooks and Instructional Materials

Material Type

Textbook

Author

Guffey, M.E.

Title

Business Communication Process and Product

Edition/Version

9th

Publisher

Cengage Learning

Year

2018

Proposed General Education/Transfer Agreement

Do you wish to propose this course for a UC Transferable Course Agreement (UC-TCA)?

No

Course Codes (Admin Only)

ASSIST Update

No

CB00 State ID

CCC000601950

CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status

Y - Credit Course

CB13 Special Class Status

N - The Course is Not an Approved Special Class

CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

CB24 Program Course Status

Program Applicable

Allow Pass/No Pass

Yes

Only Pass/No Pass

No