

# BUS A239: PROFESSIONAL COMMUNICATION

Item	Value
Curriculum Committee Approval Date	09/22/2021
Top Code	050600 - Business Management
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
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

## Course Description

Study of communication functions, choices, and roles for professionals in business. Practice in using verbal, nonverbal, and writing skills to communicate one-on-one, electronically, and in groups. Enrollment Limitation: MGMT A239; students who complete BUS A239 may not enroll in or receive credit for MGMT A239. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Explain techniques that facilitate effective communication in the workplace.
2. Describe elements of human relations that impact career success.

## Course Objectives

- 1. Analyze organizations to determine the communication functions, choices, and roles within selected work settings
- 2. Recognize work related communication skills required for exchanging routine information, presenting informational reports and persuasive messages, solving problems in task groups, and communicating via technology.
- 3. Analyze, describe, and evaluate a work setting in terms of communication functions, choice, and roles.
- 4. Demonstrate the skills and knowledge necessary to communicate successfully in both large and small group situations.
- 5. Assess the role of diversity in the workplace.
- 6. Design, produce and deliver effective presentations using a variety of media.
- 7. Recognize personal communication skill strengths and weaknesses and develop an improvement plan to increase effectiveness in supervision and management.
- 8. Gather, evaluate, and prioritize information and materials for effective presentations.

## Lecture Content

Communication Overview The Process of Communication Typical Problems in Communication Communications Filters Analysis of

Communications Problems Transactional Nature of Communication Two way Communication Personal Communication Inventory Communication in Organizations Problems of Organizational Communication Theories and History of Organizational Communication Classic and Contemporary Theories of Management and Communication Listening Learning to Listen Types of Listening Problems of Listening Comprehensive Listening Situations Habits of Effective Listening Practicing Good Listening Skills Critical Listening Situations Empathic Listening Situations Preparing Presentations Characteristics of Effective Presentations Determining Your purpose Audience Analysis Assembling Material for Presentation Visual Supporting Material Organizing and Delivering Presentations Organizing Materials for Presentation Patterns of Organization Introductions Conclusions Preparing to Deliver Your Presentation Techniques for Achieving Effective Delivery Evaluation Group Presentations Organizing Your Group for Success Research: Online and Off line Developing Your Presentation Rehearsals Delivery Interpersonal Communication Dyadic Communication Transactional Communication Superior Subordinate Communication Mentoring Dynamics of Interpersonal Relationships Roles and Rules Problem Solving Groups Nature of Problem Solving Groups Small Group Communication Stages or Group Life Cycles Variables Affecting Communication in Groups Environmental Variables in Group Communication Problems in Small Group Communication Communicating Via New Media Characteristics of Communication Media Types of Media: Presentational and Interactive E Communications: Email, Online Discussion, Online Chat Impact of New Media on Business Communication Multimedia in Presentations: Using Simple PowerPoint Slides Group Leadership Effective Leadership Functions Theories of Leadership Leadership Roles Tools for Effective Leadership Effective Agenda Systems Intercultural Communications and Gender and Communications Importance of Intercultural Awareness Culture and Intercultural Communication Problems of Intercultural Communication Improving Intercultural Communication Understanding Effects of Gender on Communication Improving Cross Gender Communication Non Verbal Communications The Importance of Nonverbal Communication The Nature of Nonverbal Communication Functions of Nonverbal Communication Nonverbal Communication systems Interviewing and Being Interviewed Characteristics of Interviewing Problems of Interviewing Principles of Preparing for Interviews Organizing for the Interview Preparing for Specific Types of Interviews Legal Requirements in Interviews Conflict Resolution The Nature and Causes of Organizational Conflict Positive and Negative Aspects of Conflict The Nature of Conflict Stages of Conflict Episodes Strategies for Conflict Management Negotiation and Mediation Conditions for Negotiation Problems in Negotiation The Process of Successful Negotiation Using Win Win Strategies Mediation Process Creating Your Own Personal Communications Analysis and Plan Analyzing Your Style Knowing Your Strengths and Weaknesses Analyzing the Style of Your Organization Creating an Improvement Agenda Sticking with Your Plan

## Method(s) of Instruction

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

## Instructional Techniques

1. Lecture and demonstration of skills 2. Discussion 3. Individual, paired, and small group exercises, presentations, and projects 4. Instructor and peer feedback 5. Collaborative learning 6. Role playing

## **Reading Assignments**

From assigned textbook(s)

## **Writing Assignments**

This course relies heavily on short and long written assignments prepared in word processing software, with students using the automated spell and grammar check features to assist in proofreading and editing their work. A collaborative project gives students the opportunity to synthesize the work of several contributors into a major written presentation format. The course reinforces the importance of good grammar and writing skills in all business communications by requiring excellent written assignments on a weekly basis.

## **Out-of-class Assignments**

### **Demonstration of Critical Thinking**

Written assignments and projects, individual and small group presentations, peer evaluation, instructor evaluation of presentations, self-analysis, written essays, and examinations

### **Required Writing, Problem Solving, Skills Demonstration**

This course relies heavily on short and long written assignments prepared in word processing software, with students using the automated spell and grammar check features to assist in proofreading and editing their work. A collaborative project gives students the opportunity to synthesize the work of several contributors into a major written presentation format. The course reinforces the importance of good grammar and writing skills in all business communications by requiring excellent written assignments on a weekly basis.

## **Textbooks Resources**

1. Required Cheesbro, Thomas, O'Connor, Linda and Rios, Francisco. Communication Skills, ed. New Jersey: Prentice Hall, 2007  
2. Required Covey, Stephen. The 7 Habits of Highly Effective People, ed. New York: Free Press, 2004  
Rationale: -  
3. Required Dubrin, Andrew, J.. Human Relations for Career and Personal Success, ed. New Jersey: Prentice Hall, 2008  
4. Required Robbins, Stephen. Self-Assessment Library 3.0 Online, ed. New Jersey: -, 2005  
Rationale: -