

BUS G139: BUSINESS COMMUNICATION

Item	Value
Curriculum Committee Approval Date	10/15/2024
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
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)
Local General Education (GE)	• Area 1B 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. Explain the process and components of communication including channels and noise in communication.
- 2. Examine characteristics of intercultural communication in order to prevent bias, prejudice, and ethnocentrism.
- 3. Analyze business information to be used in formal and informal business documents.
- 4. Produce business topics for purposes of document citations and argument support.
- 5. Select document styles that are appropriate to various business writing tasks.
- 6. Apply the 3-step writing process to finalize a variety of positive, negative, and neutral business communications.
- 7. Practice employment process activities including job planning, cover letter and resume writing, and interviewing.

- 8. Practice formal presentation skills.
- 9. Use individual listening, nonverbal, oral, and written communication skills.
- 10. Employ workplace soft skills such as group communication, leadership, teamwork etc.

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 of nonverbal communication Understanding the differences between internal and external; formal and informal; upward, downward, and lateral communications. Keeping pace with communication technologies Using social media and other channels of workplace communication Recognizing the attributes of communicating ethically. Working in teams Identifying the types and characteristics of teams Building effective teams Identifying stages of team development Understanding group dynamics Conducting productive team meetings Resolving team conflicts Composing collaborative messages Evaluating the work of others Communicating intercultural 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 Overcoming stereotyping due to bias, prejudice, ethnocentrism 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 and 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 Writing positive business messages 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 negative business 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 turnaround employment messages Writing persuasively using AIDA (Attention, Interest, Desire, Action) plan Using persuasive strategies Framing one's arguments Balancing emotional and logical appeals Reinforcing one's 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 Using various job search tools and websites Planning and preparing a resume Producing computer-friendly resumes and cover letters 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 Preparing for oral and visual presentations Types of speeches Planning

for public speaking Using visual aids effectively in your presentation
Importance of nonverbal delivery in presentations such as movements, eye contact, etc.

Method(s) of Instruction

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

Reading Assignments

Assigned textbook and web/library resources.

Writing Assignments

Writing research and business reports and/or creating PowerPoint presentations. Preparing cover letters, resumes, and professional correspondence.

Out-of-class Assignments

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

Demonstration of Critical Thinking

Analyze business information and create business reports that reflect successful decision making in today's changing workplace environment. Evaluate and critique presentations and written documents prepared by others.

Required Writing, Problem Solving, Skills Demonstration

Complete a comprehensive research project and write a formal business research report. Prepare and deliver a multimedia oral presentation on an appropriate business topic. Complete a self-analysis and career skills profile, research the job market, write employment documents, and prepare for an interview.

Eligible Disciplines

Business: Master's degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelor's degree in any of the above AND master's degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelor's degree in economics with a business emphasis AND master's degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Master's degree required. Management: Master's degree in business administration, business management, business education, marketing, public administration, or finance OR bachelor's degree in any of the above AND master's degree in economics, accountancy, taxation, or law OR the equivalent. Master's degree required. Marketing: Master's degree in business administration, business management, business education, marketing, advertising, or finance OR bachelor's degree in any of the above AND master's degree in economics, accountancy, taxation, or law OR the equivalent. Master's degree required.

Textbooks Resources

1. Required McLean, S. Business Communication for Success, latest ed. University of Minnesota Libraries (OER), 2015 Rationale: This is an OER or ZTC (Zero cost textbook) that has been modified over the years.
2. Required Guffey, M.E., Loewy, D. Business Communication: Process Product, 10th ed. Cengage, 2022

Other Resources

1. Business Communication Skills for Managers by Lumen Learning OER