Busi 105 - Business Communication Course Outline

Approval Date: 06/12/2014
Effective Date: 01/16/2015

SECTION A

Unique ID Number CCC000274660
Discipline(s) Business
   Office Technologies
Division Business and Computer Studies
Subject Area Business
Subject Code BUSI
Course Number 105
Course Title Business Communication
TOP Code/SAM Code 0501.00 - Business/Commerce, General* / D - Possible
   Occupational
Rationale for adding this course to the curriculum BUSI 105 was removed from Area D1. I am updated the
   COR to reflect the changes.
Units 3
This Course Is AA/AS Degree
   Certificate/Skill Award
   Degree Applicable
   Distance Ed
   Transfer Prep
Cross List N/A
Typical Course Weeks 18
Total Instructional Hours
   Semester Hours
   Lecture 54.00
   Lab 0.00
   Integrated Lab 0.00
   Total Hours 54
   Hours per semester in outside of class assignments 108.00
Open Entry/Open Exit No
Maximum Enrollment 25
Grading Option Letter Grade or P/NP
Distance Education Mode of Instruction On-Campus

SECTION B
General Education Information:
NVC General Education:
D1 English Composition

SECTION C

Course Description

Repeatability: May be repeated 0 times

Catalog Description: This course focuses on written communication for business. Punctuation, sentence structure, and style will be reviewed. Students will write letters, memos, and business reports and will be introduced to research methods and procedures.

SECTION D

Condition on Enrollment
1a. Prerequisite(s): None
1b. Corequisite(s): None
1c. Recommended: None
1d. Limitation on Enrollment: None

SECTION E

Course Outline Information

1. Student Learning Outcomes:
   A. Demonstrate empathy, character, and tone in writing business correspondence.
   B. Develop and prepare an acceptable business report with required prefatory and supplementary parts.
2. Course Objectives: Upon completion of this course, the student will be able to:
   A. Discuss and appreciate the importance of the communication processes and skills, critical thinking, and ethics in today’s increasingly interconnected and digital workplace.
   B. Function successfully in teams and in meetings.
   C. Recognize and apply effective listening and nonverbal techniques in achieving successful professional and interpersonal interactions.
   D. Respect intercultural differences and be able to interact effectively in global and diverse work environments.
   E. Demonstrate skill in composing and formatting professional e-mail messages, memos, letters, and informal reports that deliver positive, negative, persuasive, and marketing messages effectively.
   F. Display proficiency in grammar, punctuation, capitalization, style, and word use.
   G. Prepare and deliver effective oral presentations appropriate for business audiences.
   H. Understand the employment search process, prepare customized résumés, and complete follow-up documents that impress employers.
3. Course Content
   - Business Communication in the Digital Age
   - Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills
   - Intercultural Communication
   - Planning Business Messages
   - Organizing and Drafting Business Messages
   - Revising Business Messages
• Short Workplace Messages and Digital Media
• Positive Messages
• Negative Messages
• Persuasive and Sales Messages
• Reporting in the Digital-Age Workplace
• Informal Business Reports
• Proposals, Business Plans, and Formal Business Reports
• Business Presentations
• The Job Search and Résumés in the Digital Age
• Interviewing and Following Up

4. Methods of Instruction:
   Discussion
   Lecture

5. Methods of Evaluation: Describe the general types of evaluations for this course and provide at least two, specific examples.

Typical classroom assessment techniques
   Exams/Tests -- At least two exams (midterm and final) will be administered with possible multiple choice/essay/true-false/short answer questions.
   Quizzes -- Possible unannounced quizzes on the course material covered. Possible short answer/true-false/multiple choice/essay questions.
   Papers -- Business correspondence such as good-news/bad-news/persuasive correspondence
   Oral Presentation -- Presentation of term/business report possible.
   Group Projects -- Team writing of business correspondence possible.
   Class Work -- In-class writing consisting of: one-to-two page good-news/bad-news/persuasive letters and memos
   Home Work -- Outside of class writing consisting of: one-to-two page good-news/bad-news/persuasive letters and memos
   Final Exam --
   Mid Term --

Letter Grade or P/NP

6. Assignments: State the general types of assignments for this course under the following categories and provide at least two specific examples for each section.

A. 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.

B. 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.

C. Other Assignments
7. Required Materials
   A. EXAMPLES of typical college-level textbooks (for degree-applicable courses) or other print materials.
   Book #1:
   Author: Guffey, M.E.
   Title: Business Communication Process and Product
   Publisher: Cengage Learning
   Date of Publication: 2018
   Edition: 9th

   B. Other required materials/supplies.