Course Outline

COURSE: BUS 100  DIVISION: 50  ALSO LISTED AS: BOT 100

TERM EFFECTIVE: Spring 2016  CURRICULUM APPROVAL DATE: 05/11/2015

SHORT TITLE: BUSINESS CORRESPOND

LONG TITLE: Business Correspondence

<table>
<thead>
<tr>
<th>Units</th>
<th>Number of Weeks</th>
<th>Contact Hours/Week</th>
<th>Total Contact Hours</th>
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<tbody>
<tr>
<td>3</td>
<td>18</td>
<td>Lecture: 3</td>
<td>Lecture: 54</td>
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<td></td>
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<td>Lab: 0</td>
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<td>Total: 3</td>
<td>Total: 54</td>
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COURSE DESCRIPTION:

Using word processing software, students will plan, compose, and revise a variety of business documents including letters, emails, reports, and memos. Messages will be analyzed to develop correspondence that is appropriate to the target audience and that is effective and professional. Using presentation graphics software, students will prepare professional level oral reports for a variety of business situations. Also listed as BOT 100. ADVISORY: Eligible for ENGL 250 and ENGL 260.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES
   L - Standard Letter Grade

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:
   02 - Lecture and/or discussion
   05 - Hybrid
   72 - Dist. Ed Internet Delayed
STUDENT LEARNING OUTCOMES:
1. Students demonstrate improving business communication through planning, problem solving, organizing, writing, listening and presenting effectively.
Measure: homework, projects, exams
PLO: 1
ILO: 1, 7, 2
GE-LO:
Year assessed or anticipated year of assessment: 2016

2. Students can list reasons and suggest strategies to adapt business messages to audience needs and desires, including cross-cultural situations.
Measure: homework, projects, exams
PLO: 1
ILO: 1, 3, 2, 7
GE-LO:
Year assessed or anticipated year of assessment: 2016

3. Students demonstrate the use of online resources for research and communications.
Measure: homework, projects, exams
PLO: 2
ILO: 7, 1, 2
GE-LO:
Year assessed or anticipated year of assessment: 2016

4. Students employ software tools to produce professional quality business communications (letters, memos, presentations, emails, reports) to address a variety of business situations.
Measure: homework, projects, exams
PLO: 1, 2
ILO: 7, 1, 2
GE-LO:
Year assessed or anticipated year of assessment: 2016

5. Students edit documents to improve conciseness, precision, tone, layout with consideration of the intended audience.

PROGRAM LEARNING OUTCOMES:
1) Apply communication principles and appropriate information technology to the production of memos, emails, letters, resumes, and reports.
2) Describe existing and emerging information technologies that assist in effective business decision-making or facilitate communication.
CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

Curriculum Approval Date: 05/11/2015

WEEK 1-3 (9 hours)

Communication Foundations
Effective and Ethical Communication at Work
Professionalism: Team, Meeting, Listening, Nonverbal and Etiquette Skills
Intercultural Communication
The Keys to Effective Writing
Characteristics of Job-Related Writing

Student Performance Objectives:

Students will describe the goals of ethical and effective business communication, including abiding by the law, telling the truth, labeling opinions, using inclusive language, and giving credit.

Students will explain the importance of professionalism, soft skills, and teamwork in today's workplace.

Students will identify techniques for improving written messages, as well as non-verbal and oral communication in an intercultural setting.

Homework: Read assigned pages in text and complete assigned projects.

WEEK 4-6 (9 hours)

The Writing Process
Planning Business Messages
Organizing and Writing Business Messages
Revising Business Messages
Business Letter Formats
Standard Parts of a Business Letter
Appearance of a Professional Quality Business Letter

Student Performance Objectives:

Explain how to organize data into lists and alphanumeric or decimal outlines.

Compare direct and indirect patterns of organizing ideas.

Compose effective paragraphs using three classic paragraph plans as well as applying techniques for achieving paragraph coherence.

Students will create business messages that are properly organized and well-presented, using word processing software.

Students will revise and edit documents and print a final hard-copy version.

Homework: Read assigned pages in text and complete assigned projects.

WEEK 7-9 (9 hours)

Workplace Communication
Electronic Messages and Digital Media
Positive Messages
Negative Messages
Persuasive and Sales Messages

Student Performance Objectives:

Students will compose direct messages that make requests and respond to inquiries.

Students will write messages that convey kindness and goodwill.

Students will modify international messages to accommodate readers from other cultures.

Students will describe the goals and strategies of business correspondence in conveying negative news effectively, including applying the writing process and avoiding legal liability.

Explain the four major elements in successful persuasive messages and how to blend those elements into effective and ethical business messages.

Homework: Read assigned pages in text and complete assigned projects.

WEEK 10-14 (15 hours)
Reports, Proposals, and Presentations
Report and Research Basics
Informal Business Reports
Proposals, Business Plans, and Formal Business Reports
Business Presentations

Student Performance Objectives:
Describe the basic features of business reports, including functions, strategies (indirect or direct), writing style, and formats.
Describe the uses of technology to access resources for business writers and researchers.
Discuss designing visual aids, handouts, and multimedia presentations and using presentation technology competently.
Explain effective techniques for adapting presentations to intercultural audiences, and demonstrate intercultural and diversity understanding.

Students will write an 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.

Students will participate in groups to solve problems, and give constructive feedback on reports.

Homework: Read assigned pages in text and complete assigned projects.

WEEK 15-17 (9 hours)

Employment Communication
Job Search, Résumés, and Cover Letters
Interviewing and Following Up

Student Performance Objectives:
Students will describe the reasons to customize a resume, and know whether to choose a chronological or functional style.
Students will describe techniques that optimize a resume for today’s technologies; including preparing a scannable resume, a plain-text resume, and an e-portfolio.

Homework: Read assigned pages in text and complete assigned projects.

WEEK 18 (2 hours) Final Exam

METHODS OF INSTRUCTION:
Lecture, demonstration, discussion, guided discovery.

METHODS OF EVALUATION:
CATEGORY 1 - The types of writing assignments required:
Percent range of total grade: 40 % to 60 %
Written Homework
Essay Exams

CATEGORY 2 - The problem-solving assignments required:
Percent range of total grade: 0 % to %

CATEGORY 3 - The types of skill demonstrations required:
Percent range of total grade: 10 % to 30 %
Class Performance/s
Performance Exams
CATEGORY 4 - The types of objective examinations used in the course:
Percent range of total grade: 20 % to 40 %
Multiple Choice
True/False
Matching Items
Completion

REPRESENTATIVE TEXTBOOKS:
Required:
Kolin Successful Writing at Work  Cengage 2013, or other appropriate college level text.
Reading level of text, Grade: 12+  Verified by: ev, MS Word
Other textbooks or materials to be purchased by the student: none

ARTICULATION and CERTIFICATE INFORMATION
  Associate Degree:
    GAV F, effective 201470
  CSU GE:
  IGETC:
  CSU TRANSFER:
    Transferable CSU, effective 201470
  UC TRANSFER:
    Not Transferable

SUPPLEMENTAL DATA:
  Basic Skills: N
  Classification: Y
  Noncredit Category: Y
  Cooperative Education:
  Program Status: 1 Program Applicable
  Special Class Status: N
  CAN:
  CAN Sequence:
  CSU Crosswalk Course Department: BUS
  CSU Crosswalk Course Number: 100
  Prior to College Level: Y
  Non Credit Enhanced Funding: N
  Funding Agency Code: Y
  In-Service: N
  Occupational Course: C
  Maximum Hours:
  Minimum Hours:
  Course Control Number: CCC000321770
  Sports/Physical Education Course: N
  Taxonomy of Program: 050100

12/7/2018