Course Outline

COURSE: CMUN 11      DIVISION: 10      ALSO LISTED AS:

TERM EFFECTIVE: Fall 2015
Inactive Course

SHORT TITLE: BUSINESS CMUN

LONG TITLE: Business Communication

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

This course will explore business communication contexts by examining organizational cultures, strategic vision and goal setting, leadership managerial roles, and team building communication. Emphasis is placed on analytical and organizational skills, listening, nonverbal and verbal communication, public speaking communication methodology, and domestic and international relations through use of hybrid online and classroom environment for lecture and application. PREREQUISITE: English 250. ADVISORY: Communication 1A or English 1A.

PREREQUISITES:

Completion of ENGL 250, as UG, with a grade of C or better.
OR
Completion of ENGL 250P, as UG, with a grade of C or better.

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
72 - Dist. Ed Internet Delayed
STUDENT LEARNING OUTCOMES:
1. Students will demonstrate effective oral presentation skills through extemporaneous delivery
   Measure: Individual and group oral presentations
   ILO: 1,5,6

2. Students will recognize and identify effective oral presentation skills including types of speeches, organization, delivery and visual aids
   Measure: Individual and group oral presentations
   ILO: 1,2,4,5,6

3. Students will locate, analyze and evaluate research of printed materials and electronic resources and apply the information in the formulation of speeches
   Measure: Individual and group oral presentations, class discussion, research paper
   ILO: 1,2,3,5,6

4. Students will construct organized, logical and well supported outlines for individual and group oral presentations, and research assignment
   Measure: Individual and group oral presentations, research paper
   ILO: 1,2,3,6

5. Students will demonstrate responsiveness, interpretation and critique of peer performance
   Measure: Classroom activities, MOODLE online forum, research paper, individual and group oral presentations
   ILO: 1,2,4,5,6

6. Students will collaborate on small group assignments using both electronic and classroom settings.
   Measure: group oral presentations, classroom discussion and activities, MOODLE online forum
   ILO: 1,2,3,4,5,6

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS
Inactive Course: 11/23/2015
3 Hours
Classroom: Introduction to Organizational Communication
Orientation to course and review of expectations Lecture #1: The History of Organizations
Online: Orientation to online classroom environment/Chat #1
Assignment: Chapters 1-2/ Meyers Briggs Personality Profile

3 Hours
Classroom: Strategic goals and objectives for business and professions
Online: How communication works to align all aspects of a business towards excellence and higher productivity at all levels.
Assignment: Chapters 3-4 & Meyers Briggs Personal Profile

3 Hours
Classroom: Meyers-Briggs Personality Lecture Results/Discussion
Verbal versus Non-Verbal Communication
Online: Communication and Organizational Communication theories/Organizational culture

11/25/2015
The Interactive Communication Process
Assignment: Chapters 5-7

3 Hours
Classroom: Interviewing Skills/Lecture/Group Work: Using example employment applications, groups discuss the use of advertisement, the hiring process, legal vs. illegal questions, job offers, single vs. committee approach to selection from applicant pool, etc.
Online: Work rules-P&P Manual/need for organizational structure for human resource mgmt
Assignment: Chapters -8-10 / Communication Styles Quiz

3 Hours
Classroom only: Work rules-P&P Manual/need for organizational structure for human resource mgmt/ Group work: Develop Policy and Procedures
Assignment: Chapters -11-12

3 Hours
Online: Develop Policy and Procedures
Classroom: Group Presentations: Code of Conduct & Sexual Harassment/Harassment Policy and Procedures
Discussion: Beauracracy in organizations
Assignment: Begin research for 10 page individual paper discussing leadership styles; organizational styles; and communication styles applied to a specific context/organization.

3 Hours
Online: Fundamentals of Small Group Communication
Classroom: Leadership vs. Management in Organizations
Communication Styles vs. Conflict/ Negotiation
Assignment: Continue to research 10 page individual paper discussing leadership styles; organizational styles; and communication styles applied to a specific context/organization.
Group assignments: Negotiation Strategies

3 Hours
Online: Group work: Negotiation Strategies
Classroom: Group Presentations: Negotiation Strategies

3 Hours
Classroom: Product/Informative Speech Assignment Lecture #1
Introduce Assignment/Outlining Skills/Organization of Speech
Online: Product/Informative Speech Assignment
Topic to be announced online
Assignment: Audience Setting Analysis & Informative Speech Outline Draft

3 Hours
Classroom: Product/Informative Speech Assignment Lecture #2
Computerized software for presentations
Use of product in presentation/Speech Delivery Skills/The Importance of Practice
Online: Speech Apprehension/Topic given online/Email outline draft to instructor
Assignment: Informative Speech Outline/Chapters 13-15
METHODS OF INSTRUCTION:
Course is to be taught through online lecture with forum response, group work/assignments, individual speech presentations and written work are to be assigned to fulfill the course desired outcomes. Required assignments include ten page term paper, individual and small group collaborative projects and speech presentations.

METHODS OF EVALUATION:
CATEGORY 1 - The types of writing assignments required:
Percent range of total grade: 20 % to 25 %
Written Homework
Reading Report
Term or Other Papers
Other: Group and individual oral presentation outlines
CATEGORY 2 -The problem-solving assignments required:
Percent range of total grade: 15 % to 20
Other: Small group assignments

CATEGORY 3 -The types of skill demonstrations required:
Percent range of total grade: 30 % to 40 %
Class Performance/s

CATEGORY 4 - The types of objective examinations used in the course:
Percent range of total grade: 0 % to 0 %

CATEGORY 5 - Any other methods of evaluation:
Percent range of total grade: 10 % to 15 %

Attendance and participation/Online collaboration

REPRESENTATIVE TEXTBOOKS:
Required:
D. O’Hair, G. W. Friedrich, and L. Dixon, Strategic Communication in Business and the Professions, Allyn & Bacon, 2008, or other appropriate college level text.
Reading level of text: grade Verified by:

ARTICULATION and CERTIFICATE INFORMATION
Associate Degree:
CSU GE:
IGETC:
CSU TRANSFER:
  Transferable CSU, effective 200570
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: CMUN
CSU Crosswalk Course Number: 11
Prior to College Level: Y
Non Credit Enhanced Funding: N
Funding Agency Code: Y
In-Service: N
Occupational Course: E
Maximum Hours:
Minimum Hours:
Course Control Number: CCC000278709
Sports/Physical Education Course: N

11/25/2015
Taxonomy of Program: 150600