

### Course Outline

**COURSE:** CMUN 12                      **DIVISION:** 10                      **ALSO LISTED AS:**

**TERM EFFECTIVE:** Fall 2020                      **CURRICULUM APPROVAL DATE:** 06/09/2020

**SHORT TITLE:** BUSINESS COMMUNICATION

**LONG TITLE:** Business Communication

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
3	18	Lecture:	3	54
		Lab:	0	0
		Other:	0	0
		Total:	3	54

**COURSE DESCRIPTION:**

Applies business communication concepts where students create effective documents and visual aids using current technology, present individual and team oral presentations, assess interpersonal and intercultural environments and evaluate common controversial issues within the workplace. **ADVISORY:** Eligible for ENGL 250.

**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

71 - Dist. Ed Internet Simultaneous

72 - Dist. Ed Internet Delayed

**STUDENT LEARNING OUTCOMES:**

1. Understand and apply the dimensions of business communication processes and theories through experiential learning by analyzing, evaluating and applying course content in the formulation of written and oral assignments.

Measure of assessment: Written assignments (letters/outlines/visual aids) Speech presentations  
Examinations Online and classroom discussions Audience reaction to speech presentations  
Inter/Intrapersonal communication: Interviewing Group Presentations Intercultural and international communication: Ethical Workplace Assignment

Year assessed, or planned year of assessment: 2019

Semester: Spring

This SLO addresses cultural diversity: true

2. Practice active listening, cooperative communication skills and intercultural awareness through effective participation in team building and in other group efforts to problem-solve and make decisions.

Measure of assessment: Participation (online and classroom) Speech presentations (individual and group)  
Audience reaction to speech presentations Inter/Intrapersonal communication: Interviewing Group Presentations Intercultural and international communication: Ethical Workplace Assignment

3. Demonstrate effective oral presentation skills including organization, delivery and visual aid use

Measure of assessment: Written outlines/aids Speech presentations Participation

**CULTURAL DIVERSITY:**

Understand and apply the dimensions of business communication processes and theories through experiential learning by analyzing, evaluating and applying course content in the formulation of written and oral assignments.

## **CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS**

Curriculum Approval Date: 06/09/2020

WEEK 1-2 (6 hours)

Effective business communication/ethics  
Delivering the message  
Understanding the audience/Listening Skills

WEEK 3-4 (6 hours)

Effective business writing/100 most misspelled words  
Preparing to write, writing, revision, and feedback  
Business Letter Formats/Standard Parts of a Business Letter  
Appearance of a Professional Quality Business Letter

WEEK 5-7 (9 hours)

Business writing in action: developing presentations, presentation style and nonverbal delivery  
Organization and outlining  
Informative Speech Preparation

WEEK 8-12 (15 hours)

Student Presentations: Informative Speeches  
Introduce Persuasive Sales Speech Assignment  
Group work: News Literacy vs. Fake News  
Business presentations in action: Slogans/Mission Statements/ Agendas and Minutes /  
Policies and Procedures  
Public Announcements (celebrations/managing media news)

WEEK 13-17 (17 hours)

Intrapersonal/Interpersonal/Interviewing

Employment Communication: Job Search, Resumes, and Cover Letters

Interviewing and Following Up

Negative news/Crises Communication: The process and goals

Intercultural and international communication: Group/Teamwork and leadership styles

Team Reports-teams are to research ethical workplace concerns based on assigned topics

(2 hours allowed) Final Exam

**OUT OF CLASS ASSIGNMENTS:**

Required Outside Hours: 32

Assignment Description:

1. Written responses to lectures/scenarios
2. Team/group collaboration
3. Examinations

**METHODS OF INSTRUCTION:**

Lecture Individual assignments Group assignments Assessment exams Participation

**METHODS OF EVALUATION:**

Writing assignments

Percent of total grade: 25.00 %

Individual letters, outlines and visual aid content

Problem-solving assignments

Percent of total grade: 20.00 %

Individual and small group assignments

Skill demonstrations

Percent of total grade: 30.00 %

Individual and small group presentations

Objective examinations

Percent of total grade: 10.00 %

Section exams as required Final exam required

Other methods of evaluation

Percent of total grade: 15.00 %

Attendance and participation/Online collaboration

**REPRESENTATIVE TEXTBOOKS:**

Required Representative Textbooks

Philip C. Kolin . Successful Writing at Work. Boston, MA: Centage Learning,2017.

Textbook covers the basic writing formats routinely used within the workplace.

ISBN: 13-978-1-305-67173-7

Recommended Representative Textbooks

Business Communication for Success, v. 1.0. Saylor Academy Open Textbooks,

Textbook offers the course content needed, works well with the online environment and is user-friendly. It is freeware that is available in three different formats from which students can choose.

[https://saylordotorg.github.io/text\\_business-communication-for-success/](https://saylordotorg.github.io/text_business-communication-for-success/) Verified by: Dana Young/Instruction / Technology Librarian

**ARTICULATION and CERTIFICATE INFORMATION**

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 201830

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: 12

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: E

Maximum Hours: 3

Minimum Hours: 3

Course Control Number: CCC000583520

Sports/Physical Education Course: N

Taxonomy of Program: 150600