



5055 Santa Teresa Blvd
Gilroy, CA 95023

Course Outline

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

TERM EFFECTIVE: Fall 2020 CURRICULUM APPROVAL DATE: 05/12/2020

SHORT TITLE: EFFECTIVE WRIT/ORAL BUS CMUN

LONG TITLE: Effective Written and Oral 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

Out of Class Hrs: 108.00

Total Learning Hrs: 162.00

COURSE DESCRIPTION:

This course teaches the principles of effective communication as it is applied to the creation of business letters, memos, emails, resumes, and written and oral reports for a variety of business situations. Students will plan, organize, compose, and revise a variety of business documents using word processing software for written documents and presentation graphics software to create and deliver professional level oral reports for a variety of business situations. Also listed as BOT 100. (C-ID BUS 115.) PREREQUISITE: ENGL 1A.

PREREQUISITES:

Completion of ENGL 1A, 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
- 05 - Hybrid
- 71 - Dist. Ed Internet Simultaneous
- 72 - Dist. Ed Internet Delayed

STUDENT LEARNING OUTCOMES:

By the end of this course, a student should:

1. Solve business communication problems through planning, problem solving, organizing, writing, listening and presenting techniques.
2. Employ software tools to plan, organize, write and revise letters, memos, emails, and reports suitable for a variety of business situations, including quantitative and business legal contexts.
3. Plan and deliver individual or team oral presentations for business meetings.
4. List reasons and suggest strategies to adapt business messages to audience needs and desires, including cross-cultural situations.

COURSE CONTENT:

Curriculum Approval Date: 05/12/2020

9 Hours

Content: Communication Foundations/Elements of the Communication Process

---Effective and Ethical Communication at Work

---Professionalism: Team, Meeting, Listening, Nonverbal and Etiquette Skills

---Intercultural Communication

Content: The Keys to Effective Writing/Critical Factors Influencing Communication Effectiveness

---Characteristics of Job-Related Writing

Student Performance Objectives: Explain the elements of the communication process. Analyze how word selection and usage affects communication. 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. Demonstrate an understanding of social etiquette applicable in a business environment. Explain the importance of professionalism, soft skills, and teamwork in today's workplace. Identify challenges of communicating with people from other cultures. Explain how culture affects communication effectiveness. Identify techniques for improving written messages, as well as non-verbal communication in an intercultural setting. Demonstrate knowledge about interpersonal, group, and organizational communication.

9 Hours

Content: The Writing Process

---Planning, Organizing, Writing, and 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. Create business messages that are properly organized and well-presented, using word processing software. Utilize feedback to improve written business communication skills. Adjust composition, prose, and rhetorical language use for optimal conciseness and clarity. Revise and edit documents and print a final hard-copy version.

COURSE CONTENT Continued:

9 Hours

Content: Workplace Communication/Communicating through Letters, Memorandums and E-Mail Messages

---Electronic Messages and Digital Media

---Positive Messages/Negative Messages

---Persuasive and Sales Messages

Student Performance Objectives: Compose direct messages that make requests and respond to inquiries. Write messages that convey kindness and goodwill. Modify international messages to accommodate readers from other cultures. Illustrate sensitivity to audience needs and desire, including cross-cultural situations. 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. Identify a basic logical fallacy in a written context. Discuss the uses of social media and related Internet writing contexts. Identify what electronic tools can do for the manager.

9 Hours

Content: Communicating Through Reports

---Reports, Proposals, and Presentations

---Report and Research Basics

---Formal and Informal Business Reports

---Business Plans, 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. Be able to discern and appreciate the differences between primary sources and secondary sources. 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. Discuss communication in an internationalization and globalization context. Demonstrate an understanding of the importance of original work, the role of proper citations and references, and the ability to avoid plagiarism of either a deliberate or inadvertent nature. Participate in groups to solve problems, and give constructive feedback on reports.

9 Hours

Content: Employment Communication/Communicating About Work and Jobs

---Job Search, Resumes, and Cover Letters

---Interviewing and Following Up

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

7 Hours

Content: Oral Communication

---The Keys to Effective Oral Business Communication

Student Performance Objectives: Identify a basic logical fallacy in an oral context. Select a proper delivery format (face-to-face v. electronic) and identify the strengths of each modality. Utilize feedback to improve oral business communication skills. Identify techniques for improving oral communication in an intercultural setting.

2 Hours

Final Exam

METHODS OF INSTRUCTION:

Lecture, demonstration, discussion, guided discovery.

OUT OF CLASS ASSIGNMENTS:

Required Outside Hours: 18

Assignment Description: Suggested Homework/Case Study: Analyze ethical dilemmas related to communication. AND/OR Analyze a problem in a pre-written international letter and identify weaknesses that may cause troubles for intercultural readers.

Required Outside Hours: 18

Assignment Description: Suggested Homework/Projects: Demonstrate knowledge of the writing process including determining the purpose and channel for the message, envisioning the audience, adapting the message to the reader, organizing the message using appropriate strategy, writing the first draft, revising, and proofreading.

Required Outside Hours: 18

Assignment Description: Suggested Homework/Projects: Write routine, positive, negative and persuasive business letters, memorandums, and e-mail messages that are clear, tactful and free of distracting errors using word processing software. AND/OR Using a case study, write a positive, negative, and persuasive message that meets workplace standards.

Required Outside Hours: 22

Assignment Description: Suggested Project: 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. OR

Write an analytical business report using primary and secondary research, integrating graphics, and using an acceptable format and writing style with demonstrates knowledge of the formal writing process.

Required Outside Hours: 18

Assignment Description:

Suggested Homework: Write a resume and application letter as well as organize and conduct a mock interview. AND/OR Read and locate a local job opportunity in the newspaper or in an online source, and write a cover letter and resume for that job opportunity.

Required Outside Hours: 14

Assignment Description: Suggested Homework/Projects: Develop and present oral reports using presentation-graphics software. Such as: Analyze an on-campus problem, develop an oral report, and prepare a presentation using Microsoft office applications.

METHODS OF EVALUATION:

Writing assignments

Percent of total grade: 40.00 %

Percent range of total grade: 40% to 60% Written Homework, Projects

Skill demonstrations

Percent of total grade: 30.00 %

Percent range of total grade: 10% to 30% Performance Exams

Objective examinations

Percent of total grade: 30.00 %

Percent range of total grade: 20% to 40% Multiple Choice, True/False, Matching Items, Completion

REPRESENTATIVE TEXTBOOKS:

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

ISBN: 130588553

Reading Level of Text, Grade: 12+ Verified by: MS Word

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

GAV F, effective 201470

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 201470

Not Transferable

UC TRANSFER:

Not Transferable

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: 115

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