

Course Outline

COURSE: CMUN 11 **DIVISION:** 10 **ALSO LISTED AS:**

TERM EFFECTIVE: Fall 2015

Inactive Course

SHORT TITLE: BUSINESS CMUN

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:

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

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: Bureaucracy 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

3 Hours

Classroom: Product/Informative Speech Presentations

Assignments: Self Evaluations/Continue research for 10 page individual paper discussing leadership styles; organizational styles; and communication styles applied to a specific context. Begin research for Sales/Persuasive Speech: Bring five (5) ideas to next session Read Chapter 19

3 Hours

Classroom: Product/Informative Speech Presentations

Assignments: Self Evaluations/Continue research for 10 page individual paper discussing leadership styles; organizational styles; and communication styles applied to a specific context. Begin research for Sales/Persuasive Speech: Bring five (5) ideas to next session Read Chapter 19

3 Hours

Classroom: The Sales/Persuasive Speech Defined

Reasoning (fallacies in thinking)/Making the appeal

Online: Persuasive Strategies

3 Hours

Classroom: Persuasive Speech Presentations

Assignment: Self Evaluation/ Compose 10 page individual research paper

3 Hours

Classroom: Persuasive Speech Presentations

Assignment: Self Evaluation/ Compose 10 page individual research paper

3 Hours

Submit Individual Term Research Paper

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.

ISBN: 10: 0-205-56120-9

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

Taxonomy of Program: 150600