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

<table>
<thead>
<tr>
<th>Units</th>
<th>Number of Weeks</th>
<th>Type</th>
<th>Contact Hours/Week</th>
<th>Total Contact Hours</th>
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<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>
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<td>Other:</td>
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<td>Total:</td>
<td>3</td>
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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
Textbook covers the basic writing formats routinely used within the workplace.

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/ 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