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Business (BUSN) 1510 Business Communication (3 Units) CSU

Prerequisite: Successful completion of English 1500 with a grade of 'C' or better

Prerequisite knowledge and skills: Before entering the course, the student should be able to

1. Read, analyze, and evaluate a variety of primarily non-fiction texts for content, context, and rhetorical merit with consideration of tone, audience, and purpose,
2. Apply a variety of rhetorical strategies in writing unified, well-organized essays with arguable theses and persuasive support,
3. Develop varied and flexible strategies for generating, drafting, and revising essays,
4. Analyze stylistic choices in their own writing and the writing of others,
5. Write timed essays in class exhibiting acceptable college-level control of mechanics, organization, development, and coherence,
6. Integrate the ideas of others through paraphrasing, summarizing, and quoting without plagiarism,
7. Find, evaluate, analyze, and interpret primary and secondary sources, incorporating them into written essays using appropriate documentation format, and
8. Proofread and edit essays for presentation so they exhibit no disruptive errors in English grammar, usage, or punctuation

Total Hours: 48 hours lecture

Catalog Description: This course applies the principles of ethical and effective communication to the creation of letters, memos, emails, and written and oral reports for a variety of business situations. The course emphasizes planning, organizing, composing, and revising business documents using word processing software for written documents and presentation-graphics software to create and deliver professional-level oral reports. This course is designed for students who already have college-level writing skills. C-ID: BUS 115

Type of Class: Degree Credit

Text: Guffey, Mary Ellen. *Essentials of Business Communications*. 8th ed. Mason: Cengage, 2010. Print.

Course Objectives:

By the end of this course, a successful student will be able to

1. Explain the elements of the communication process,
2. Analyze how word selection and usage affects communication,
3. Solve business communication problems through planning, problem solving, organizing, writing, listening and presenting techniques,
4. Illustrate sensitivity to audience needs and desire, including cross-cultural situations,

5. Plan, organize, write and revise letters, memos, emails, and reports suitable for a variety of business situations, including quantitative (e.g., accounting and finance) and business legal contexts,
6. Plan and deliver individual or team oral-presentations for business meetings.
7. Understand communication in an internationalization and globalization context,
8. Identify a basic logical fallacy in an oral or written context,
9. Select a proper delivery format—face-to-face v. electronic—and identify the strengths of each modality,
10. Understand uses of social media and related Internet writing contexts,
11. Adjust composition, prose, and rhetorical language use for optimal conciseness and clarity,
12. Demonstrate an understanding of social etiquette applicable in a business environment,
13. Be able to discern and appreciate the differences between primary sources and secondary sources, and
14. 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.

Course Scope and Content:

Unit I Foundations of Communication

A. Communication Skills

1. Communication Process
2. Nonverbal Communication Skills
3. Culture and Workplace Diversity

Unit II The Writing Process

A. Grammar

1. Grammar Review

B. Planning Business Messages

1. Basics of Business Writing
2. Writing to an Audience

C. Composing Business Messages

1. Collecting and Organizing Information
2. Composing Effective Sentences
3. Drafting Powerful Paragraphs

D. Revising Business Messages

1. Revision Process
2. Designing Documents for Readability

Unit III Communicating at Work

A. Electronic Messages and Memorandums

1. Writing and Formatting E-Mails
2. Writing and Formatting Memos

- B. Positive Messages
 - 1. Request Letters
 - 2. Claim Letters
 - C. Negative Messages
 - 1. Claim Denials
 - 2. Delivering Bad News Within Organizations
 - D. Persuasive Messages
 - 1. Persuasive Favor
 - 2. Action Request
- Unit IV Reporting Workplace Data
- A. Informal Reports
 - 1. Direct Reports
 - 2. Indirect Reports
 - B. Proposals And Formal Reports
 - 1. Informal Proposals
 - 2. Formal Proposals
 - 3. Formal Reports
- Unit V Professionalism, Teamwork, Meetings, and Speaking Skills
- A. Professionalism at Work
 - 1. Business Etiquette
 - 2. Ethics
 - 3. Teamwork
 - 4. Meetings
 - B. Business Presentations
 - 1. Organization and Planning
 - 2. Formal Presentation
- Unit VI Communication Employment
- A. The Job Search
 - 1. Resume
 - 2. Cover Letter
 - B. Interviewing and Following Up
 - 1. Before the Interview
 - 2. During the Interview
 - 3. After the Interview

Learning Activities Required Outside of Class:

The students in this class will spend a minimum of 6 hours per week outside of the regular class time doing the following:

1. Studying class notes
2. Answering questions
3. Completing required reading
4. Performing problem solving activities or exercises
5. Doing written work
6. Participating in group projects

Methods of Instruction:

1. Lectures
2. Demonstrations of sample problems on blackboard
3. Assigned problems from the text
4. Multimedia presentations
5. Group explorations
6. Case studies and scenarios

Methods of Evaluation:

1. Writing assignments, including:
 - a. written homework from chapters
 - b. group reports
 - c. topic paper written under American Psychological Association (APA) style guide
 - d. chapter critical analysis reflections
 - e. case studies
 - f. scenarios
 - g. simulations
2. Problem-solving demonstrations, including:
 - a. exams
 - b. homework problems
 - c. laboratory reports
 - d. case study recommendations and solutions
3. Other summative examinations using combinations of:
 - a. multiple choice questions
 - b. matching items
 - c. true/false questions
 - d. short answer questions
 - e. fill in the blank responses
4. Participation including:
 - a. role-playing and group activities
 - b. oral presentations and demonstrations
 - c. discussion responses
 - d. scenario reflections

5. Projects including:
- a. multimedia presentations
 - b. business scenario responses
 - c. action plans
 - d. formal written reports
 - e. portfolios
 - f. community service projects
 - g. building new case studies

Supplemental Data:

T.O.P. Code:	050100 Business and Commerce, General
Sam Priority Code:	C: Clearly Occupational
Funding Agency:	Y: Not Applicable
Program Status:	1: Program Applicable
Noncredit Category:	Y: Not Applicable
Special Class Status:	N: Course is not a Special Class
Basic Skills Status:	Not Applicable
Prior to College Level:	Y: Not Applicable
Cooperative Work Experience:	N: is not a part of a cooperative work experience education program
Eligible for Credit by Exam:	Yes
Eligible for Pass/No Pass:	Yes