

**BMG 52 Course Outline as of Fall 2018****CATALOG INFORMATION**

Dept and Nbr: BMG 52                      Title: BUSINESS COMMUNICATION  
 Full Title: Business Communication  
 Last Reviewed: 2/13/2017

Units	Course Hours per Week		Nbr of Weeks		Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**

Effective communication applied to business letters, memos, emails, proposals/reports, and presentations. Strategies for organizing, composing, and presenting information clearly and accurately while incorporating appropriate goodwill. Includes writing for the employment process.

**Prerequisites/Corequisites:**

Course Completion of ENGL 1A

**Recommended Preparation:**

Completion of SPCH 1A, BGN 71, CS 60.11A, CS 61.11A, and CS 62.11A

**Limits on Enrollment:****Schedule of Classes Information:**

Description: Effective communication applied to business letters, memos, emails, proposals/reports, and presentations. Strategies for organizing, composing, and presenting information clearly and accurately while incorporating appropriate goodwill. Includes writing for the employment process. (Grade or P/NP)

Prerequisites/Corequisites: Course Completion of ENGL 1A

Recommended: Completion of SPCH 1A, BGN 71, CS 60.11A, CS 61.11A, and CS 62.11A

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:

<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
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<b>CSU Transfer:</b> Transferable	Effective:	Fall 1981	Inactive:
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<b>UC Transfer:</b>	Effective:	Inactive:
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### **CID:**

CID Descriptor: BUS 115 Business Communication

SRJC Equivalent Course(s): BMG52

### **Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Student Learning Outcomes:**

Upon completion of the course, students will be able to:

1. Apply principles of communication to plan, organize, and prepare effective and ethical business letters, memos, emails, proposals, reports, and oral presentations.
2. Critically analyze content, organization, style, tone, sentence structure, grammar, goodwill, and business format.
3. Present information and ideas clearly and accurately in writing and verbally.
4. Create a customized resume for a specific job position.

### **Objectives:**

Upon completion of this course, the student will be able to:

1. Describe the communication process: the sender, the message, the channel, the receiver, and the feedback.
2. Analyze how word selection, content, organization, style, tone, sentence structure, grammar, punctuation, goodwill, and business format affect business communications.
3. Analyze audience and anticipate audience needs, recognizing dimensions of culture including context, individualism, and time orientation.
4. Recognize professionalism, ethical business practices, and business etiquette in communication situations, including in social media and intercultural interactions.
5. Utilize techniques to listen, problem solve, plan, organize, compose, and present information clearly and accurately.
6. Compare the direct pattern for conveying positive messages and the indirect pattern for conveying negative messages.
7. Recognize established and commonly accepted business writing and delivery patterns and formats.
8. Determine the proper and most appropriate delivery pattern and format for a variety of

- business situations.
9. Plan, organize, write, proofread, and revise business letters, e-mails, memos, proposals/reports, and presentations.
  10. Properly cite research data and references; distinguish between formal and informal research methods and between primary and secondary sources of data.
  11. Deliver individual or team oral business presentation.
  12. Select an appropriate resume format for a specific job position to create a resume and application cover letter.

### **Topics and Scope:**

- I. Business Communication Foundations in the Digital World
  - A. Information Flow in Today's Business World
  - B. Ethics in the Today's Workplace
- II. Professionalism
  - A. Effective Work Teams
  - B. Face-to-Face and Virtual Meetings
  - C. Listening in the Workplace
  - D. Communicating Nonverbally
  - E. Professionalism and Business Etiquette
- III. Intercultural Communication
  - A. Effects of Globalization
  - B. Cultural and Ethical Business Practices
  - C. Social Media and Networking
- IV. Planning Business Messages in the Digital Age
  - A. Analyzing and Anticipating the Audience
  - B. The Writing Process and Writing Techniques
  - C. Team Writing and Team Revision of Collaborative Documents
- V. Organizing and Drafting Business Messages
  - A. Researching and Gathering Organizing Information
  - B. Organization through Alphanumeric or Decimal Outlines
  - C. Writing Draft of Effective Sentences and Paragraphs
- VI. Revising Business Messages for Conciseness and Clarity
  - A. Readability through Document Design
  - B. Proofreading Complex Documents
- VII. Short Workplace Messages and Digital Media
  - A. Writing E-Mail Messages, Memos, and Texts
  - B. Writing Podcasts and Blogging for Business
- VIII. Strategies for Positive Direct Messages
  - A. Writing Request, Response, and Instruction Messages
  - B. Writing Direct Claims, Complaints, and Adjustment Messages
  - C. Writing Goodwill Messages
- IX. Strategies for Effective Negative Indirect Messages
  - A. Writing Messages to Deny Requests
  - B. Writing Messages to Deny Claims
  - C. Bad News within the Organization
- X. Strategies for Persuasive Messages and Sales Messages in the Digital Age
  - A. Writing Persuasive Request, Claim, and Complaint Messages
  - B. Writing Effective, Legal Sales Messages in Print and Online

- C. Writing Direct-Mail and E-mail Sales Messages
- XI. Reporting in the Digital-Age Workplace
  - A. Formal and Informal Methods of Research
  - B. Primary and Secondary Sources of Data
  - C. Documentation of Research Data and References
  - D. Effective and Ethical Charts and Graphics
  - E. Intellectual Theft: Plagiarism
- XII. Informal Business Reports
  - A. Interpretation of Digital-Age Data
  - B. Writing Recommendation Reports
  - C. Writing Informational Reports
  - D. Writing Analytical Reports
- XIII. Proposals, Business Plans, and Formal Business Reports
  - A. Writing Formal and Informal Business Proposals
  - B. Creating Effective Business Plans
- XIV. Delivery of Effective Oral Business Presentations
  - A. Audience Analysis for Most Effective Impact
  - B. Preparing and Organizing Material
  - C. Visual Aids and Multimedia Presentations
  - D. Polishing Delivery to Aid in Avoiding Stage Fright
- XV. The Employment Communication and Resumes in the Digital Age
  - A. Preparing for and Conducting a Successful Job Search
  - B. Organizing Education, Experience, and Skills into Categories
  - C. Creating an Effective Customized Resume and Persuasive Cover Letter
- XVI. Interviewing and Following Up
  - A. Types of Job Interviews
  - B. Before and After the Interview
  - C. Additional Employment Documents

**Assignment:**

Representative Written Presentations:

1. Produce direct request letter, memo, or e-mail
2. Produce direct reply letter, memo, or e-mail
3. Produce persuasive letter or e-mail
4. Produce indirect letter, memo, or e-mail (Negative / Bad News)
5. Produce comparison / recommendation report
6. Produce customized resume for specific job position emphasizing education, experience, and personal characteristics
7. Outline chapters using traditional outlining format
8. Prepare oral presentation using presentational format

Representative Oral Business Presentation:

1. Deliver oral presentation with presentation software and/or audio-video multimedia

Other Assignments:

1. Read one chapter per week from text, which is approximately 30 pages per week
2. Weekly chapter exams

Note:

1. Midterm and final exams will be written
2. All assignments will be evaluated for a grade

## Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Complete written assignments, midterm and final

Writing  
70 - 80%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Complete proofreading exercises;  
Format business documents properly;  
Proofread documents for accuracy.

Problem solving  
5 - 10%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Prepare and deliver oral business presentation using presentation software.  
Outline chapters from textbook using traditional outlining formats.

Skill Demonstrations  
10 - 20%

**Exams:** All forms of formal testing, other than skill performance exams.

Complete weekly chapter exams from required textbook (Multiple Choice, True/False, Short Answer).

Exams  
5 - 15%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

None

Other Category  
0 - 0%

## Representative Textbooks and Materials:

Business Communication Process and Product. 8th ed. Guffey, Mary Ellen and Loewy, Dana. Cengage Learning. 2014

HOW 14: A Handbook for Office Professionals. 14th ed. Clark, James and Clark, Lyn. South-Western College Pub. 2016