

BMG 52 Course Outline as of Fall 2024

CATALOG INFORMATION

Dept and Nbr: BMG 52

Title: BUSINESS COMMUNICATION

Full Title: Business Communication

Last Reviewed: 2/13/2023

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:

In this course, students will learn effective communication skills applied to business letters, memos, emails, proposals, reports, and presentations. Students will also learn strategies for organizing, composing, and presenting information clearly and accurately while incorporating appropriate goodwill. This course also includes writing for the employment process.

Prerequisites/Corequisites:

Course Completion of ENGL 1A OR EMLS 10 (formerly ESL 10)

Recommended Preparation:

Completion of COMM 1, BGN 71, CS 60.11A, CS 61.11A, and CS 62.11A or Completion of COMM 4, BGN 71, CS 60.11A, CS 61.11A, and CS 62.11A

Limits on Enrollment:

Schedule of Classes Information:

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Limits on Enrollment:

Transfer Credit: CSU;

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

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:

IGETC:	Transfer Area	Effective:	Inactive:
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CSU Transfer: Transferable	Effective:	Fall 1981	Inactive:
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UC Transfer:	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:

At the conclusion of this course, the student should be able to:

1. Apply principles of communication to plan, organize, and prepare effective and ethical business letters, memos, emails, proposals, reports, resumes, 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.

Objectives:

At the conclusion of this course, the student should 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. Plan, organize, write, proofread, and revise business letters, emails, memos, proposals, reports, resumes, and presentations.
7. Deliver individual or team oral business presentation.

8. 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 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 email messages, memos, and texts
- B. Writing podcasts and blogs 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. Writing messages to address bad news

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 email 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. 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

Assignment:

1. Written assignments, such as business letters, emails, memos, proposals, reports, resumes, and presentations
2. Proofreading and formatting business documents
3. Prepare and deliver oral presentation(s)
4. Assigned reading
5. Quizzes and/or exams

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.

Written assignments	Writing 70 - 80%
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Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Proofreading and formatting business documents	Problem solving 5 - 10%
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Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Prepare and deliver oral business presentation(s)	Skill Demonstrations 10 - 20%
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Exams: All forms of formal testing, other than skill performance exams.

Quizzes and/or exams	Exams 5 - 15%
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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. 9th ed. Guffey, Mary Ellen and Loewy, Dana. Cengage Learning. 2021.

Instructor prepared materials