

# BUS M39: BUSINESS COMMUNICATION

---

**Originator**

jbaca

**College**

Moorpark College

**Discipline (CB01A)**

BUS - Business

**Course Number (CB01B)**

M39

**Course Title (CB02)**

Business Communication

**Banner/Short Title**

Business Communication

**Credit Type**

Credit

**Start Term**

Fall 2021

**Catalog Course Description**

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. 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.

**Taxonomy of Programs (TOP) Code (CB03)**

0501.00 - \*Business and Commerce, General

**Course Credit Status (CB04)**

D (Credit - Degree Applicable)

**Course Transfer Status (CB05) (select one only)**

B (Transferable to CSU only)

**Course Basic Skills Status (CB08)**

N - The Course is Not a Basic Skills Course

**SAM Priority Code (CB09)**

C - Clearly Occupational

**Course Cooperative Work Experience Education Status (CB10)**

N - Is Not Part of a Cooperative Work Experience Education Program

**Course Classification Status (CB11)**

Y - Credit Course

**Educational Assistance Class Instruction (Approved Special Class) (CB13)**

N - The Course is Not an Approved Special Class

**Course Prior to Transfer Level (CB21)**

Y - Not Applicable

**Course Noncredit Category (CB22)**

Y - Credit Course

**Funding Agency Category (CB23)**

Y - Not Applicable (Funding Not Used)

**Course Program Status (CB24)**

1 - Program Applicable

**General Education Status (CB25)**

Y - Not Applicable

**Support Course Status (CB26)**

N - Course is not a support course

**Field trips**

Will not be required

**Grading method**

Letter Graded

**Alternate grading methods**

Credit by exam, license, etc.  
Student Option- Letter/Pass  
Pass/No Pass Grading

**Does this course require an instructional materials fee?**

No

**Repeatable for Credit**

No

**Is this course part of a family?**

No

**Units and Hours**

**Carnegie Unit Override**

No

**In-Class**

**Lecture**

**Minimum Contact/In-Class Lecture Hours**

52.5

**Maximum Contact/In-Class Lecture Hours**

52.5

**Activity**

**Laboratory**

**Total in-Class**

**Total in-Class**

**Total Minimum Contact/In-Class Hours**

52.5

**Total Maximum Contact/In-Class Hours**

52.5

**Outside-of-Class****Internship/Cooperative Work Experience**

Paid

Unpaid

**Total Outside-of-Class****Total Outside-of-Class****Minimum Outside-of-Class Hours**

105

**Maximum Outside-of-Class Hours**

105

**Total Student Learning****Total Student Learning****Total Minimum Student Learning Hours**

157.5

**Total Maximum Student Learning Hours**

157.5

**Minimum Units (CB07)**

3

**Maximum Units (CB06)**

3

**Prerequisites**

ENGL M01A or ENGL M01AH

**Entrance Skills****Entrance Skills**

ENGL M01A or ENGL M01AH

**Prerequisite Course Objectives**

ENGL M01A-organize and compose a 7-10-page research paper incorporating and accurately documenting a variety of appropriate source materials.

ENGL M01A-demonstrate critical thinking skills in oral and written discussion of assigned readings.

ENGL M01AH-organize and compose a 7-10-page research paper incorporating and accurately documenting a variety of appropriate source materials.

ENGL M01AH-demonstrate critical thinking skills in oral and written discussion of assigned readings.

**Requisite Justification****Requisite Type**

Prerequisite

**Requisite**

ENGL M01A or ENGL M01AH

**Requisite Description**

Course not in a sequence

**Level of Scrutiny/Justification**

Required communication/computation skill

**Student Learning Outcomes (CSLOs)**

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

- |   |  |
|---|--|
| 1 | apply business communication strategies and principles to prepare effective communication in business.                                 |
| 2 | determine appropriate organizational formats and channels used in developing and delivering business messages.                         |
| 3 | design an effective oral business presentation that presents information in an organized, logical manner using acceptable visual aids. |
| 4 | recognize the ethical issues in business communication and apply decision-making techniques and moral reasoning.                       |

**Course Objectives**

**Upon satisfactory completion of the course, students 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 desires, 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, such as face-to-face vs. 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 | discern and appreciate the differences between primary sources and secondary sources.  |
| 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 Content****Lecture/Course Content****1. (20%) Presentations:**

- a. Informal oral communication
- b. Employment-related presentations
- c. Technology-enabled presentations

**2. (10%) Basic writing skills:**

- a. Selecting words that have clear and correct meanings
- b. Adapting words to specific reader or listener
- c. Constructing clear sentences and paragraphs
- d. Writing for clarity and planned effect

**3. (20%) Fundamentals of report writing:**

- a. Preparing to write business reports
- b. Organizing and writing informational reports
- c. Organizing and writing proposals and analytical reports

**4. (20%) Patterns of business messages:**

- a. Introduction to the writing process
- b. Directness in e-mail messages, memos, routine letters, and goodwill messages
- c. Indirectness in persuasive and sales messages
- d. Tactics in negative messages
- e. Strategies in the job search process
- f. Approaches to special messages

**5. (10%) Communicating for employment:**

- a. Job search, resumes, and cover letters

- b. Employment interviews and follow-up messages

**6. (5%) Communication overview:**

- a. Communicating in small groups and teams
- b. Workplace listening and nonverbal communication
- c. Communicating across cultures
- d. Using technology in constructing messages

**7. (10%) Components of written and oral messages:**

- a. Planning
- b. Organization
- c. Content
- d. Style
- e. Tone
- f. Grammar
- g. Format
- h. Appearance

**8. (5%) Theory of written and oral communication**

**Laboratory or Activity Content**

Not applicable

## Methods of Evaluation

**Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):**

Problem solving exercises  
Written expression

**Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):**

Classroom Discussion  
Essay exams  
Group projects  
Individual projects  
Journals  
Oral analysis/critiques  
Objective exams  
Oral presentations  
Projects  
Problem-solving exams  
Participation  
Quizzes  
Role playing  
Reports/Papers/Journals  
Reports/papers  
Skills demonstrations

## Instructional Methodology

**Specify the methods of instruction that may be employed in this course**

Audio-visual presentations  
Computer-aided presentations  
Collaborative group work  
Class activities  
Class discussions  
Case studies  
Distance Education  
Demonstrations  
Group discussions  
Guest speakers  
Instructor-guided interpretation and analysis  
Internet research  
Lecture  
Role-playing  
Small group activities

**Describe specific examples of the methods the instructor will use:**

The instructor will use audio-visual presentations, class discussions, lectures, demonstrations, and computer-aided presentations to explain methods for effectively communicating in Business.

## Representative Course Assignments

### Writing Assignments

1. Written summary of business-related magazine and newspaper articles.
2. Essays on assigned topics. For example, students will prepare a written essay to analyze speeches taken from Internet sources and lectures.
3. Written reports that inform and recommend.
4. Written reports that require gathering, organizing, and analyzing data.
5. Letters and memos that persuade.
6. Letters and memos that carry negative news. An example would be for students to prepare a letter reducing salary and benefits.
7. Letters that respond to requests and claims.
8. Memorandums and e-mail that make routine requests, explain, and inform. An example would be for students to prepare an email informing employees about new products and services for customers.

### Critical Thinking Assignments

1. Analysis of Business Communication such as letters, memos, emails, and reports. For example, an analysis of the effectiveness of planning, organizing, and writing a message to customers.
2. Analytical report looking at a Business problem or question such as the impact of telecommuting; compares and contrasts alternative solutions; includes properly inserted visuals, page numbers, and an associated table of contents, documented sources, an executive summary, and conclusions and recommendations. The report will be prepared using word processing software, correctly formatted, and printed by a computer printer.

### Reading Assignments

1. Reading textbook case studies to broaden the understanding of application standards for Business messages.
2. Reading a Business related journal article, and/or periodicals to learn about business environments, consumer and organizational behavior. An example would be: reading a journal such as the Harvard Business Review, Forbes, or Entrepreneur Magazine to develop a greater understanding of current business trends.

### Skills Demonstrations

N/A

### Other assignments (if applicable)

N/A

## Outside Assignments

### Representative Outside Assignments

1. Research Business related websites, journal articles, or periodicals to learn about business environments, consumer and organizational behavior, and the law. An example would be researching a Business Case study in EBSCO to learn about communication methods in Business.
2. Research Business related websites, journal articles, or periodicals to learn about business environments, consumer and organizational behavior, and the law. An example would be researching methods for developing a business message for consumers.
3. Research topics on the Internet or podcast to learn about the business practices.

## Articulation

### C-ID Descriptor Number

BUS 115

### Status

Approved

**Equivalent Courses at 4 year institutions**

University	Course ID	Course Title	Units
CSU Northridge	ENGL 205	Business Communication in its Rhetorical Contexts	3
San Francisco State Univ.	BUS 216	Foundations in Business Communication	3

**Comparable Courses within the VCCCD**

BUS R140 - Business Communications  
 BUS V45 - Business Communications

**Equivalent Courses at other CCCs**

College	Course ID	Course Title	Units
Allan Hancock College	BUS 160	Business Communications	3
L.A. Pierce College	CAOT 32	Business Communications	3
Irvine Valley College	MGT 104	Business Communications	3

**District General Education****A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies****Course is CSU transferable**

Yes

**CSU Baccalaureate List effective term:**

F1995

## CSU GE-Breadth

**Area A: English Language Communication and Critical Thinking**

**Area B: Scientific Inquiry and Quantitative Reasoning**

**Area C: Arts and Humanities**

**Area D: Social Sciences**

**Area E: Lifelong Learning and Self-Development**

**Area F: Ethnic Studies**

**CSU Graduation Requirement in U.S. History, Constitution and American Ideals:**

## IGETC

**Area 1: English Communication**

**Area 2A: Mathematical Concepts & Quantitative Reasoning**

**Area 3: Arts and Humanities**

**Area 4: Social and Behavioral Sciences**

**Area 5: Physical and Biological Sciences**

**Area 6: Languages Other than English (LOTE)**

## Textbooks and Lab Manuals

### Resource Type

Textbook

### Description

Newman, Amy. *Business Communication: In Person, in Print, Online*. 10<sup>th</sup> ed., Cengage, 2017.

---

### Resource Type

Textbook

### Description

Guffey, Mary Ellen, and Dana Loewy. *Essentials of Business Communication*. 11<sup>th</sup> ed., Cengage, 2019.

---

### Resource Type

Textbook

### Description

Guffey, Mary Ellen, and Dana Loewy. *Business Communication: Process and Product*. 9<sup>th</sup> ed., Cengage, 2018.

---

### Resource Type

Textbook

### Description

Hamilton, Cheryl. *Communicating for Results: A Guide for Business and the Professions*. 11<sup>th</sup> ed., Cengage, 2018.

---

## Library Resources

### Assignments requiring library resources

Research and readings on appropriate course topics using the Library's print and online resources.

### Sufficient Library Resources exist

Yes

### Example of Assignments Requiring Library Resources

Research Business-related journal articles or periodicals to learn about business environments, consumer and organizational behavior, and the law. An example would be researching a Business Case study in EBSCO to learn about communication methods in Business.

## Distance Education Addendum

### Definitions

#### Distance Education Modalities

Hybrid (51%–99% online)

Hybrid (1%–50% online)

100% online

### Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

### Regular Effective/Substantive Contact

#### Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
Other DE (e.g., recorded lectures)	Recorded lectures, videos from third parties (npr.org, podcast, etc) may be made available to students.
Synchronous Dialog (e.g., online chat)	Chat rooms may be used to deliver synchronized content such as a Question and Answer session.
Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.

#### Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.

Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
Other DE (e.g., recorded lectures)	Recorded lectures, videos from third parties (npr.org, podcast, etc) may be made available to students.
Synchronous Dialog (e.g., online chat)	Chat rooms may be used to deliver synchronized content such as a Question and Answer session.
Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.

**100% online Modality:**

<b>Method of Instruction</b>	<b>Document typical activities or assignments for each method of instruction</b>
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
Other DE (e.g., recorded lectures)	Recorded lectures, videos from third parties (npr.org, podcast, etc) may be made available to students.
Synchronous Dialog (e.g., online chat)	Chat rooms may be used to deliver synchronized content such as a Question and Answer session.
Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.

**Examinations**

**Hybrid (1%–50% online) Modality**

- Online
- On campus

**Hybrid (51%–99% online) Modality**

- Online
- On campus

**Primary Minimum Qualification**

BUSINESS

**Review and Approval Dates**

**Department Chair**

11/3/2020

**Dean**

11/3/2020

**Technical Review**

12/03/2020

**Curriculum Committee**

1/19/2021

**DTRW-I**

MM/DD/YYYY

**Curriculum Committee**

MM/DD/YYYY

**Board**

MM/DD/YYYY

**CCCCO**

MM/DD/YYYY

**Control Number**

CCC000431537

**DOE/accreditation approval date**

MM/DD/YYYY