

Course Outline of Record

1. Course Code: BUMA-094
2.
  - a. Long Course Title: Business Communications
  - b. Short Course Title: BUS COMMUNICATIONS
3.
  - a. Catalog Course Description:
 

This course integrates instruction and practice in business communication. The emphasis is on modern structure, style, vocabulary, grammar, and logical organizational patterns. The course content emphasizes memos and letters, reports, career communications, oral communication and digitala communication. The course materials highlight standards and physical aspects of written and oral communication including graphic aids, physical presentation of reports, public speaking and oral reporting. The course involves learning how to conduct meetings and improving one’s listening ability.
  - b. Class Schedule Course Description:
 

This course involves the study of oral and written communications designed for the business environment.
  - c. Semester Cycle (if applicable): N/A
  - d. Name of Approved Program(s):
    - ACCOUNTING Certificate of Achievement
    - GENERAL BUSINESS AA Degree for Employment Preparation
    - GOLF MANAGEMENT AA Degree for Employment Preparation
    - GOLF MANAGEMENT Certificate of Achievement
    - HUMAN RESOURCE GENERALIST Certificate of Achievement
    - RETAIL MANAGEMENT Certificate of Achievement
4. Total Units: 3.00      Total Semester Hrs: 54.00  
 Lecture Units: 3      Semester Lecture Hrs: 54.00  
 Lab Units: 0      Semester Lab Hrs: 0  
 Class Size Maximum: 30      Allow Audit: No  
 Repeatability No Repeats Allowed  
 Justification 0
5. Prerequisite or Corequisite Courses or Advisories:
 

*Course with requisite(s) and/or advisory is required to complete Content Review Matrix (CCForm I-A)*

 Advisory: RDG 061
6. Textbooks, Required Reading or Software: (List in APA or MLA format.)
  - a. Cardon, Peter W. (2018). Business communications: Developing Leaders for a Networked world (3e/e). Mc-Graw-Hill.  
 College Level: Yes  
 Flesch-Kincaid reading level: 12
7. Entrance Skills: *Before entering the course students must be able:*
  - a. Use various reading strategies to prepare, read and comprehend expository text
    - RDG 061 - Use SQ3R &/or SOAR along with outlining, note-taking, mapping summarizing and other strategies to prepare, read, & comprehend expository text.
  - b. Read a variety of texts fluently
    - RDG 061 - Read a variety of texts fluently.

c.

Write organized summaries & reactions that capture main idea and supporting details

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d.

Understand multiple word meanings, uses & synonyms

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8. Course Content and Scope:

Lecture:

1. Survey of Communication Theory
  1. Theories of communication
  2. The communication process
2. Problems in communication
3. Feedback
4. Nonverbal communication
5. Listening
6. Communication as a Tool of Management
  1. Upward communication
  2. Downward communication
  3. Horizontal communication
  4. The grapevine
  5. Meetings
  6. Group dynamics
  7. Group participation
  8. Group think
  9. Decision making
  10. Conferences
  11. Agendas and problems related to them
7. The Research Report
  1. Definition of the problem
  2. Purpose
  3. Limitations and scope
  4. Primary sources
  5. Secondary sources
  6. Research design
  7. Special techniques
8. Oral Communications
  1. Speaking to groups
  2. Comparing oral to written communications
  3. Planning and preparing oral talks
  4. Delivering an oral presentation
9. Digital communications
  - A. Emails, texts, voice, and video
  - B. Communication etiquette
  - C. Managing digital communication efficiently
  - D. Planning and preparing voice and video calls
  - E. Social Media
  - F. Collaboration
10. Career Planning
  - A. Analyzing the job market
  - B. Self-analysis
  - C. One page resume project
  - D. Creative resume project
  - E. Interviewing
  - F. Follow-up
11. Analyzing Effective Written Communications

A.Characteristics of effective written business communications B.Types of business writing C. Analysis of real-life examples D. Practice writing effective letters to solve illustrated modern business problems	business
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Lab: (if the "Lab Hours" is greater than zero this is required)

9. Course Student Learning Outcomes:

1. Apply communications theory in solving personal and professional problems in written and oral communications.
2. Generate, develop and organize ideas into a cohesive, audience – centered, written communication that applies standard rules of grammar, punctuation, spelling and transitions.
3. Demonstrate proficiency in audience – centered oral communication including graphic aids, physical presentation of reports, and public speaking.
4. Demonstrate proficiency in team communication and collaboration.

10. Course Objectives: *Upon completion of this course, students will be able to:*

- a. Synthesize theory in assessing, anticipating and analyzing communication problems.
- b. Apply communications theory in solving personal and professional problems in written and oral communications.
- c. Write a creative, formal resume.
- d. Prepare and present a market research report.
- e. Apply theories and tools used in collaboration and team communication.
- f. Apply theories learned in practical and creative problem solving.

11. Methods of Instruction: (*Integration: Elements should validate parallel course outline elements*)

- a. Collaborative/Team
- b. Demonstration, Repetition/Practice
- c. Discussion
- d. Distance Education
- e. Lecture
- f. Technology-based instruction

Other Methods:

Guest speakers
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12. Assignments: (*List samples of specific activities/assignments students are expected to complete both in and outside of class.*)

In Class Hours: 54.00

Outside Class Hours: 108.00

a. In-class Assignments

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| <ol style="list-style-type: none"><li>1. Readings in the textbook and in recommended supplementary literature.</li><li>2. Attendance of lectures by instructor and occasional guest speakers, including the taking of detailed notes thereon.</li><li>3. View films and slide programs, including taking notes.</li><li>4. Special reports by students, in panel or singly.</li><li>5. Participation in class research projects involving the collection, compilation and interpretation of data, including the composition of written or oral reports thereon.</li><li>6. Examinations of various types, such as essay and multiple choice.</li><li>7. Active participation in substantial amount of class discussions of assigned materials.</li><li>8. Class participation and assignment require and develop Critical Thinking. Written assignments require the student to apply theory learned. Cases and projects give practice in critical thinking and problem solving. The theory learned is applied to practical problems to synthesize theory with</li></ol> |
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practice in solving problems creatively.

b. Out-of-class Assignments

1. Readings in the textbook and in recommended supplementary literature.
2. Summarize and respond to readings
3. Produce multiple drafts of various types of business communication

13. Methods of Evaluating Student Progress: *The student will demonstrate proficiency by:*

- Presentations/student demonstration observations
- Product/project development evaluation

14. Methods of Evaluating: Additional Assessment Information:

Non-computational problem-solving

15. Need/Purpose/Rationale -- *All courses must meet one or more CCC missions.*

PO - Career and Technical Education

Apply critical thinking skills to research, evaluate, analyze, and synthesize information.

Exhibit effective written, oral communication and interpersonal skills.

IO - Critical Thinking and Communication

Compose and present structured texts in a variety of oral and written forms according to purpose, audience, and occasion with implementation of thesis, supporting details and idea development.

Apply standard conventions in grammar, mechanics, usage and punctuation.

Summarize, analyze, and interpret oral and written texts, with the ability to identify assumptions and differentiate fact from opinion.

Utilizing various communication modalities, display creative expression, original thinking, and symbolic discourse.

16. Comparable Transfer Course

University System	Campus	Course Number	Course Title	Catalog Year
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17. Special Materials and/or Equipment Required of Students:

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18. Materials Fees:  Required Material?

Material or Item	Cost Per Unit	Total Cost
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19. Provide Reasons for the Substantial Modifications or New Course:

Change advisory to Reading 061

- a. Cross-Listed Course (*Enter Course Code*): *N/A*
- b. Replacement Course (*Enter original Course Code*): *N/A*

21. Grading Method (*choose one*): Letter Grade Only

22. MIS Course Data Elements

- a. Course Control Number [CB00]: CCC000513191
- b. T.O.P. Code [CB03]: 50100.00 - Business and Commerce, Ge
- c. Credit Status [CB04]: D - Credit - Degree Applicable
- d. Course Transfer Status [CB05]: B = Transfer CSU
- e. Basic Skills Status [CB08]: 2N = Not basic skills course
- f. Vocational Status [CB09]: Possibly Occupational
- g. Course Classification [CB11]: Y - Credit Course

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- h. Special Class Status [CB13]: N - Not Special
- i. Course CAN Code [CB14]: N/A
- j. Course Prior to College Level [CB21]: Y = Not Applicable
- k. Course Noncredit Category [CB22]: Y - Not Applicable
- l. Funding Agency Category [CB23]: Y = Not Applicable
- m. Program Status [CB24]: 1 = Program Applicable

Name of Approved Program (if program-applicable): ACCOUNTING,GENERAL BUSINESS,GOLF MANAGEMENT,GOLF MANAGEMENT,HUMAN RESOURCE GENERALIST,RETAIL MANAGEMENT

*Attach listings of Degree and/or Certificate Programs showing this course as a required or a restricted elective.)*

## 23. Enrollment - Estimate Enrollment

First Year: 0

Third Year: 0

## 24. Resources - Faculty - Discipline and Other Qualifications:

a. Sufficient Faculty Resources: Yes

b. If No, list number of FTE needed to offer this course: N/A

## 25. Additional Equipment and/or Supplies Needed and Source of Funding.

N/A

## 26. Additional Construction or Modification of Existing Classroom Space Needed. (Explain:)

N/A

## 27. FOR NEW OR SUBSTANTIALLY MODIFIED COURSES

Library and/or Learning Resources Present in the Collection are Sufficient to Meet the Need of the Students Enrolled in the Course: Yes

28. Originator Pamela Stegeman Origination Date 11/03/17