

# BUS R104: BUSINESS ENGLISH

**Originator**

ptrujillo

**Co-Contributor(s)**
**Name(s)**

Fontenette, Tim (tfontenette)

Lynch , Alex (alynch)

**College**

Oxnard College

**Discipline (CB01A)**

BUS - Business

**Course Number (CB01B)**

R104

**Course Title (CB02)**

Business English

**Banner/Short Title**

Business English

**Credit Type**

Credit

**Start Term**

Fall 2021

**Catalog Course Description**

This course develops competency in the fundamentals and mechanics of college-level business communications skills, including grammar, sentence structure, punctuation, and written expression. These English and communication competencies will include practical writing applications such as business letters, memos, and compositions on assigned topics.

**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

**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

## Student Learning Outcomes (CSLOs)

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

- |   |   |
|---|---|
| 1 | Students will identify language structure, subjects and verbs, and sentence patterns.             |
| 2 | Students will define the mechanics of writing as they apply to structure, phrases, and sentences. |

## Course Objectives

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

- |   |  |
|---|--|
| 1 | Correctly identify the parts of speech in sentences.                                   |
| 2 | Punctuate sentences correctly.   |
| 3 | Use correct English grammar in sentences and paragraphs.                               |
| 4 | Identify and correct basic sentence errors.  |
| 5 | Use grammar and punctuation skills to edit and write basic business letters and memos. |

## Course Content

### Lecture/Course Content

1. Overview of Communication in Business and Organizational Settings.
  - a. Review of the active voice in writing and oral communication for business.
  - b. Review of the passive voice in writing and oral communication for business.
2. Identifying Resources.
  - a. Dictionary
  - b. Thesaurus
  - c. Reference manual
3. Language Structure
  - a. Parts of speech.
  - b. Subjects and verbs.
  - c. Objects and complements.

- d. Phrases and clauses.
  - e. Appositives.
  - f. Sentence patterns.
4. Mechanics of Writing
- a. Punctuation.
  - b. Numbers.
5. Writing
- a. Correct structuring of words, phrases, and sentences.
  - b. Sentences and paragraphs.
  - c. Business letters and memos.
6. Proofreading and Editing Techniques
- a. Sentences.
  - b. Paragraphs.
  - c. Letters and memos.

#### Laboratory or Activity Content

None

### Methods of Evaluation

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

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):

Computational homework

Essays

### Instructional Methodology

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

Class activities

Class discussions

Distance Education

Lecture

Describe specific examples of the methods the instructor will use:

This course can be taught solely online and all resources, lecture and assistance will be available through Canvas and professor's office hours.

Or..

This course can be taught by using lectures, class discussions, case studies, and studying actual business problems. Course materials will use current examples of existing business problems to encourage classroom discussion and enhance the learning experience. Multi-media presentations, guest speakers, and group activities may also be used as methods of instruction.

### Representative Course Assignments

#### Writing Assignments

1. Answers to discussion questions in the text related to the business English.
2. Summary and analysis of other readings as it applies to business English.
3. Essays on assigned topics on ethical issues as it relates to business English.

#### Critical Thinking Assignments

1. Case study writing assignments
2. Constructing a written business communication

#### Reading Assignments

1. Assignments will include instructor-generated assignments on content, skill set, and practice of business English.
2. Textbook assignments for pre-class preparation in reading of chapters and assignments.

**Other assignments (if applicable)**

1. Assigned readings from the text and other sources as appropriate related to business English.
2. Preparing for class discussion.

**Outside Assignments****Representative Outside Assignments**

1. Students are assigned weekly reading homework and lesson questions that must be answered and submitted.

**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****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****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**Guffey, Mary Ellen (2017). *Business English* (12th). Thomson Southwestern; Mason, OH**Resource Type**

Other Resource Type

**Description**

Newspapers such as: Los Angeles Times, New York Times, Pacific Coast Business Times..

**Library Resources****Sufficient Library Resources exist**

Yes

**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)	Regular use of asynchronous discussion boards encourages various types of interaction and critical thinking skills among all course participants. Questions and topics posed will allow students to discuss, compare and contrast, identify, and analyze elements of the course outcomes. Students will be required to respond to one another with substantive comments with the intent of creating a dialog. Other discussion boards may be used for Q&A and general class discussion by students and instructor to facilitate student success and strengthen student learning outcomes.
E-mail	E-mail, class announcements and various learning management system tools such as "Message Students Who" and "Assignment Comments", will be used to regularly communicate with all students on matters such as clarification of class content, reminders of upcoming assignments and/or course responsibilities, to provide prompt feedback to students on coursework to facilitate student learning outcomes, or to increase the role of an individual educator in the academic lives of a student. Students will be given multiple ways to email instructor through both the learning management system inbox and faculty provided email accounts.
Face to Face (by student request; cannot be required)	The instructor will hold weekly, scheduled office hours either in person or via-web conferencing, for students to be able to meet and discuss course materials or individual progress. Students can request additional in-person or web conferencing meetings with faculty member as needed. Faculty may encourage online students to form "study groups" in person or online.

Other DE (e.g., recorded lectures)	Faculty will use a variety of ADA compliant tools and media integrated within the learning management system to help students reach SLO competency. Tools may include: <ul style="list-style-type: none"> <li>• Recorded Lectures, Narrated Slides, Screencasts</li> <li>• Instructor created content</li> <li>• OC Online Library Resources</li> <li>• Canvas Peer Review Tool</li> <li>• Canvas Student Groups (Assignments, Discussions)</li> <li>• 3rd Party (Publisher) Tools (MyOpenMath)</li> <li>• Websites and Blogs o Multimedia (YouTube, Films on Demand, 3CMedia, Khan Academy, etc.)</li> </ul>
Synchronous Dialog (e.g., online chat)	Instructor will provide a set time each week where they will be available for synchronous chat and be available in the discussion board and can answer questions in live time.
Video Conferencing	Video tools such as ConferZoom can be used to provide live synchronous or asynchronous sessions with students. ADA compliance will be upheld with Closed Captioning during the session or of the recorded session. Recordings of all live sessions will be made available within the LMS. Video Conferences will be used to facilitate SLOs and student-to-student group meetings will also be encouraged.
Telephone	Students can request for instructor to call or vice versa in order to answer one-on-one questions about course material or student progress.
<b>Hybrid (51%–99% online) Modality:</b>	
<b>Method of Instruction</b>	<b>Document typical activities or assignments for each method of instruction</b>
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Telephone	Students can request for instructor to call or vice versa in order to answer one-on-one questions about course material or student progress.
<b>100% online Modality:</b>	
<b>Method of Instruction</b>	<b>Document typical activities or assignments for each method of instruction</b>
Asynchronous Dialog (e.g., discussion board)	Regular use of asynchronous discussion boards encourages various types of interaction and critical thinking skills among all course participants. Questions and topics posed will allow students to discuss, compare and contrast, identify, and analyze elements of the course outcomes. Students will be required to respond to one another with substantive comments with the intent of creating a dialog. Other discussion class boards may be used for Q&A and general class discussion by students and instructor to facilitate student success and strengthen student learning outcomes.
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## Examinations

### Hybrid (1%–50% online) Modality

Online



On campus

**Hybrid (51%–99% online) Modality**

Online  
On campus

**Primary Minimum Qualification**

BUSINESS

**Additional Minimum Qualifications**

**Minimum Qualifications**

Business Education

English

**Review and Approval Dates**

**Department Chair**

09/14/2020

**Dean**

09/14/2020

**Technical Review**

10/28/2020

**Curriculum Committee**

10/28/2020

**Curriculum Committee**

12/09/2020

**CCCCO**

MM/DD/YYYY

**Control Number**

CCC000195414

**DOE/accreditation approval date**

MM/DD/YYYY