

# BUS R140: BUSINESS COMMUNICATIONS

**Originator**

ptrujillo

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

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**College**

Oxnard College

**Discipline (CB01A)**

BUS - Business

**Course Number (CB01B)**

R140

**Course Title (CB02)**

Business Communications

**Banner/Short Title**

Business Communications

**Credit Type**

Credit

**Start Term**

Fall 2021

**Catalog Course Description**

This course 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. The course 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. This course is designed for students who already have college-level writing skills.

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

0506.00 - \*Business Management

**Course Credit Status (CB04)**

D (Credit - Degree Applicable)

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

A (Transferable to both UC and CSU)

**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

**Prerequisites**

ENGL R101 or ENGL R101H

**Advisories on Recommended Preparation**

CAOT R805 or Word-processing skills

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

Ability to write college level essays reports using proper grammar and sentence structure

**Prerequisite Course Objectives**

ENGL R101-Write multiple-page expository and persuasive essays

ENGL R101-Demonstrate college-level control of mechanical elements of writing such as grammar, syntax, spelling, vocabulary, and idiomatic usage

ENGL R101H-Write multiple-page expository and persuasive essays

ENGL R101H- Demonstrate college-level control of mechanical elements of writing such as grammar, syntax, spelling, vocabulary, and idiomatic usage

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

Prerequisite

**Requisite**

ENG R101

**Requisite Description**

Course not in a sequence

**Level of Scrutiny/Justification**

Content review

**Requisite Type**

Advisory

**Requisite**

ENGL R101H

**Requisite Description**

Course not in a sequence

**Level of Scrutiny/Justification**

Content review

**Student Learning Outcomes (CSLOs)****Upon satisfactory completion of the course, students will be able to:**

- |   |  |
|---|--|
| 1 | Identify and explain the goals of communication.   |
| 2 | Compare, and contrast the characteristics of routine, negative, and persuasive messages. |
| 3 | Describe the process of business communication.  |
| 4 | Develop a business message and determine its effectiveness.                              |
| 5 | Research, outline, and write a business report.  |

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

- |    |  |
|----|--|
| 1  | Compose business e-mails, memos and letters for routine, bad-news, persuasive, and job campaign situations.  |
| 2  | Use correct grammar, punctuation, mechanics, and fundamental business writing techniques.  |
| 3  | Use critical thinking skills to develop effective messages.  |
| 4  | Adapt messages to existing and emerging technologies.  |
| 5  | Develop a standard business report.  |
| 6  | Select, prepare, and use visual support to enhance messages.   |
| 7  | Demonstrate ethical behavior when communicating in a business setting.   |
| 8  | Analyze audiences and select appropriate delivery methods.   |
| 9  | Use effective interpersonal skills.  |
| 10 | Show sensitivity toward and awareness of diversity, including but not limited to diversity of race, ethnicity, gender, sexual orientation, social and economic class, ability/disability, age, and religion. |
| 11 | Demonstrate an understanding of social etiquette applicable in a business environment.   |
| 12 | 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**

The course begins with the theory of written and oral communication. Messages are broken into their component parts for a critical analysis of organization and content, style, tone, grammar, format, and appearance. Students analyze business situations and plan, organize, write, and revise letters, memos, emails, and reports.

**TOPICS TO BE COVERED:**

1. Introduction to Communication
  - a. Process of communication
  - b. Goals of communication
  - c. Channels of communication
  - d. Ethical challenges of communication

2. Overcoming barriers to communications
  - a. Obstacles
  - b. Identification of problems
3. Communicating
  - a. Team communication
  - b. Listening
  - c. Nonverbal communication
  - d. Meeting skills
  - e. Collaborative communication
  - f. The Internet
  - g. Social Media
4. Preparing to write
  - a. Task analysis
  - b. Audience
5. Organizing and writing messages
  - a. Research
  - b. Organization
  - c. Sentences
  - d. Paragraphs
  - e. First Draft
6. Revising
  - a. Readability
  - b. Proofreading
  - c. Evaluation
7. Writing routine messages
  - a. Direct format
  - b. Letters
  - c. Memos
  - d. E-mail
8. Writing negative messages
  - a. Indirect format
  - b. Customers
  - c. Organization members
9. Writing persuasive messages
  - a. Strategies
  - b. Ethics
10. Writing reports
  - a. Primary and secondary research
  - b. Outline
  - c. Documentation
  - d. Data
  - e. Informational reports
  - f. Analytical reports
  - g. Formal and informal reports
11. International and intercultural communication
  - a. Culture
  - b. Multicultural communications
  - c. Multicultural sensitivity
  - d. Diversity
  - e. Gender

**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):

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):**

Computational homework  
Essay exams  
Essays  
Group projects  
Individual projects  
Objective exams

## **Instructional Methodology**

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

Collaborative group work  
Class activities  
Class discussions  
Case studies  
Distance Education  
Group discussions  
Lecture  
Small group activities

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

The instructional methodology will include 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 communication.
2. Summary and analysis of other readings as they apply to business communication skills.
3. Essays on assigned topics on ethical issues as they relate to business communication.

### **Critical Thinking Assignments**

1. Case Studies in which students have to answer problem solving and situation-identifying questions.
2. Group think assignments where the students are given workplace situations and the students must make decisions on how to move forward.

### **Reading Assignments**

1. Students will be assigned readings from the class text in addition to supplementary readings from newspapers and periodicals.
2. Students may be evaluated via test, quizzes or homework assignments on the various class reading assignments.
3. Assignments will include instructor-generated assignments on content, such as the skill set and cases on workplace behavior.

### **Other assignments (if applicable)**

1. Assigned readings from the text and other sources as appropriate to business communication.
2. Preparing for class discussion on selected communication concepts.
3. Homework assignments on selected business communication concepts.

## **Outside Assignments**

### **Representative Outside Assignments**

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

## **Articulation**

### **C-ID Descriptor Number**

BUS 115

### **Status**

Approved

**Comparable Courses within the VCCCD**  
 BUS M39 - Business Communication

**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**

Business Communication: A Problem-Solving Approach, 1<sup>st</sup> edition; Rentz, Lentz (2018) McGraw-Hill Publishers

**Resource Type**

Other Resource Type

**Description**

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

**Resource Type**

Websites

**Description**

McGraw-Hill Connect

**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
Face to Face (by student request; cannot be required)	Student will attend, participate (verbal and nonverbal) and engage during class periods.
Telephone	Student will have the ability and option to call or schedule a telephone call with the instructor.
E-mail	Student will have the ability and option to email the instructor with questions or concerns they may have in the class.

**Hybrid (51%–99% online) Modality:**

Method of Instruction	Document typical activities or assignments for each method of instruction
Face to Face (by student request; cannot be required)	Student will attend, participate (verbal and nonverbal) and engage during class periods.
Asynchronous Dialog (e.g., discussion board)	Students must show participation in online discussions in Canvas. To receive any credit for the discussion, a student must post their own original input/thoughts from the original discussion question posted. After this is completed by the first deadline, the student has the ability to earn the remaining points for the particular discussion by replying to a fellow student's post, asking or answering questions and/or expanding on agreeable entries.



Telephone	Student will have the ability and option to call or schedule a telephone call with the instructor.
E-mail	Student will have the ability and option to email the instructor with questions or concerns they may have in the class.

**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)	Students must show participation in online discussions in Canvas. To receive any credit for the discussion, a student must post their own original input/thoughts from the original discussion question posted. After this is completed by the first deadline, the student has the ability to earn the remaining points for the particular discussion by replying to a fellow student's post, asking or answering questions and/or expanding on agreeable entries.
Video Conferencing	Student will attend, participate (verbal and nonverbal) and engage in video conferences for the class.
Other DE (e.g., recorded lectures)	Students will have access to previously recorded lectures on the Power Point presentations for the class.
Face to Face (by student request; cannot be required)	Student will attend, participate (verbal and nonverbal) and engage during class periods.
Telephone	Student will have the ability and option to call or schedule a telephone call with the instructor.
E-mail	Student will have the ability and option to email the instructor with questions or concerns they may have in the class.

**Examinations**

**Hybrid (1%–50% online) Modality**

Online

**Hybrid (51%–99% online) Modality**

Online

**Primary Minimum Qualification**

BUSINESS

**Review and Approval Dates**

**Department Chair**

09/30/2020

**Dean**

09/30/2020

**Technical Review**

10/28/2020

**Curriculum Committee**

10/28/2020

**Curriculum Committee**

12/09/2020

**CCCCO**

MM/DD/YYYY

**Control Number**

CCC000101523

**DOE/accreditation approval date**

MM/DD/YYYY