

College of San Mateo Course Outline

- New Course
 Update/No change
 Course Revision (Minor)
 Course Revision (Major)

Date: October 19, 2009

Department: Business Number: 401

Course Title: Business Communication Units: 3

Total Semester Hours Lecture: 48 Lab: Homework:96 By Arrangement:

Length of Course

- Semester-long
 Short course (Number of weeks ___)
 Open entry/Open exit

Grading

- Letter
 Pass/No Pass
 Grade Option (letter or Pass/No Pass)

Faculty Load Credit (To be completed by Division Office; show calculations.): 3x 16 /16 = 3

1. Prerequisite (Attach Enrollment Limitation Validation Form.)
2. Corequisite (Attach Enrollment Limitation Validation Form.)
3. Recommended Preparation (Attach Enrollment Validation Form.)

BUSW 105 or equivalent; eligibility for ENGL 838/848

4. Catalog Description (Include prerequisites/corequisites/recommended preparation. For format, please see model course outline.)

(3) Minimum of 48 lecture hours per term. Recommended Preparation: BUSW 105 or equivalent; eligibility for ENGL 838/848. Comprehensive review of grammar, punctuation, and vocabulary used in business. Identifies, explains, and develops the communication skills and tools that contribute to effective verbal and written communication in business. Instruction includes exercises using microcomputers. (AA: Area E2c, CSU)

5. Class Schedule Description (Include prerequisites/corequisites/recommended preparation. For format, please see model course outline.)

Comprehensive review of grammar, punctuation, and vocabulary used in business. Identifies, explains, and develops the communication skills and tools that contribute to effective verbal and written communication. Instruction includes exercises using microcomputers. Recommended Preparation: BUSW 105 or equivalent; eligibility for ENGL 838/848 (AA: Area E2c, CSU)

6. Student Learning Outcomes (Identify 1-6 expected learner outcomes using active verbs.)

Upon successful completion of the course, the student will be able to:

- a. access and utilize microcomputers for completion of assignments.
 - b. improve their comprehension of grammar, punctuation, and vocabulary used in business.
 - c. identify, explain, and develop communication skills and tools that contribute to effective verbal and written communication.
 - d. prepare for employment with the use of appropriate résumé and interview procedures
 - e. explain the value of having communication skills when seeking employment or promotions (i.e., meeting requirements listed in job applications; having an overview of how all applications interact which could improve a department's information exchange and productivity)
7. **Course Objectives** (Identify specific teaching objectives detailing course content and activities. *For some courses, the course objectives will be the same as the student learning outcomes. In this case, "Same as Student Learning Outcomes" is appropriate here.*)
- Same as the SLO's.*
8. **Course Content** (Brief but complete topical outline of the course that includes major subject areas [1-2 pages]. Should reflect all course objectives listed above. In addition, a sample course syllabus with timeline may be attached.)
- a. Career Success with Communication Skills
 - b. Planning Business Messages
 - c. Composing Business Messages
 - d. Revising Business Messages
 - e. Electronic Messages and Memorandums
 - f. Positive Messages
 - g. Negative Messages
 - h. Informal Reports
 - i. Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings
 - j. Business Presentations
 - k. The Job Search, Résumés, and Cover Letters
 - l. Interviewing and Following Up
9. **Representative Instructional Methods** (Describe instructor-initiated teaching strategies that will assist students in meeting course objectives. Describe out-of-class assignments, required reading and writing assignments, and methods for teaching critical thinking skills. **If hours by arrangement are required, please indicate the additional instructional activity which will be provided during these hours, where the activity will take place, and how the activity will be supervised.**)

Instruction is presented on line. The instructions for assignments are located on the BUS. 401 Web site. This on-line course addresses the needs of students and professionals interested in strengthening their business communication skills. Students learn to analyze written and case situations, determine communication strategy, content, and form. The course provides practical experience in writing business documents (memos, bad news messages, proposals, and presentations) and explores the current communication technologies and media used to transmit them (e-mail, office application software). Instruction includes exercises using microcomputers. All assignments must be typed and be sent electronically through the web course site. Note: All of the textbook assignments are already prepared in **WORD 2007**. On the Homepage, frequently check these specific icons: **Syllabus, Course Assignments, and Communicate**. Out-of-class assignments include individual class writing projects and the final exam. Required reading assignments include chapters, PowerPoint chapter reviews. Writing assignments include grammar challenges, chapter checkup reviews, worksheets, and video homework. Students are required to allocate at least six hours a week, including regularly checking the site for instructor feedback and suggested homework corrections.

10. **Representative Methods of Evaluation** (Describe measurement of student progress toward course objectives. Courses with required writing component and/or problem-solving emphasis must reflect critical thinking component. If skills class, then applied skills.)

Selected student exercises will be evaluated by the instructor and assigned percentage point values for completeness, correctness, and timelines.

11. **Representative Text Materials** (With few exceptions, texts need to be current. Include publication dates.)

ESSENTIALS OF BUSINESS COMMUNICATION, 8TH ed., 2010 by Mary Ellen Guffey, South-Western, a division of Thomson Learning and **WebTutor** to accompany textbook—included in the bundled package.

Prepared by:

(Signature)

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October 19, 2009