

College of San Mateo
Official Course Outline

1. **COURSE ID:** BUS. 401 **TITLE:** Business Communications
Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours
Method of Grading: Letter Grade Only
Prerequisite: ENGL 100, or ENGL 105

2. **COURSE DESIGNATION:**
Degree Credit
Transfer credit: CSU
AA/AS Degree Requirements:
 CSM - GENERAL EDUCATION REQUIREMENTS: E2b. Communication and Analytical Thinking

3. **COURSE DESCRIPTIONS:**
Catalog Description:
 An overview of effective business communication skills and their direct relationship to workplace success. Emphasis is placed on the planning, organizing, composing, and revising of business documents such as letters, memos, reports, and emails. Presentation skills, professional behavior in the workplace, and current communication technologies are included with an emphasis on real world problem solving. Digital communication topics include presentation software, emails, business-relevant social media, and mobile technologies.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**
 Upon successful completion of this course, a student will meet the following outcomes:
 1. Critically evaluate a business communication scenario and choose an approach fitting the nature of the message, the receptivity of the audience, and the impact of the message on the audience.
 2. Develop a range of business communications, including one-to-one and one-to-many messages, to communicate with colleagues, customers, suppliers, and others in the workplace.
 3. Research, evaluate, organize, and deliver a presentation with clarity, professional presence, and reasonable comfort using presentation software (for example PowerPoint, KeyNote, etc.).

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**
 Upon successful completion of this course, a student will be able to:
Communication Foundation
 1. Study and analyze the communication process and best practices, including listening and nonverbal communication.
 2. Understand the process of revision: conciseness, clarity, vigor and directness, designing document for readability, understanding the process of proofreading.
 3. 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.
 4. Understand communication in an international and global context.
 5. Illustrate sensitivity to audience needs and desires, including cross-cultural situations.
 6. Prepare and deliver effective individual and team oral presentations.**Digital Communications**
 1. Determine the appropriate and proper delivery format of a message, whether in-person or online.
 2. Understand and apply the communication process in social media and other Internet-related communication, including one-to-one communication channels (e.g. email, mobile phone technology, SMS, video conferencing, etc.) and one-to-many channels (e.g. LinkedIn, Twitter, YouTube, Vine, etc.).
 3. Identify generational differences among professionals with the accepted frequency and use of smartphone technology within the workplace.**Professionalism at Work**
 1. Demonstrate knowledge of the importance of professional business etiquette, behavior, and ethics.
 2. Apply practical application of modern workforce communication technologies.
 3. Demonstrate best practices in professionalism at work, such as professional communication in face-to-face settings; practicing professional telephone, cell phone, and voice mail etiquette; becoming a team player in professional groups and teams; and conducting productive business and professional meetings.
 4. Demonstrate effective workplace presentation skills, such as preparing for an oral presentation, organizing content for a powerful impact, building rapport, planning visual aids, designing an impressive multimedia

presentation, polishing your delivery and following up.

Problem Solving

1. Solve business communication problems through planning, problem solving, organizing, writing, listening, and presenting techniques.
2. Plan, organize, write and revise letters, emails, and reports suitable for a variety of business situations, including quantitative (e.g., accounting and finance) and business legal contexts.
3. Practice effective employment communication involved during a job search, such as preparing for employment, creating a customized resume, optimizing your resume for today's technologies, applying the final touches to your resume, and creating a customized, persuasive cover letter.
4. Master the interview process, including different types of employment interviews, preparation before the interview, tips for during the interview and follow up after the interview.

6. COURSE CONTENT:

Lecture Content:

1. Business Communication in the Digital Age
 - A. Communicating in the Digital-Age Workplace
 - a. Proper use of social media
 - b. Creating a positive and professional online reputation
2. The Business Writing Process in the Digital Age
 - A. Setting objectives for each type of communication medium
 - a. Letters
 - b. Memos
 - c. Presentations
 - d. Reports
 - B. Determine appropriate response
 - C. Understanding the verbal impact of written and interpersonal communications
 - D. Compose clear and concise letters
 - E. Editing for clarity and style
3. Planning Business Messages
 - A. Organizing and Drafting Business Messages
 - B. Presenting the Main Idea
 - C. Developing Necessary Supporting Material
 - D. Revising Business Messages
4. Workplace Communication
 - A. Short Workplace Messages and Digital Media
 - B. Positive Messages
 - C. Negative Messages
 - D. Persuasive Messages
5. Business Reports
 - A. Informal Reports
 - B. Proposals and Formal Reports
6. Professionalism, Teamwork, Meetings, and Speaking Skills
 - A. Professionalism at Work: Business Etiquette, Ethics, Teamwork and Meetings
 - B. Business Presentations
7. Employment Communication
 - A. The Job Search and Résumés in the Digital Age
 - B. Interviewing and Following Up
8. Communicating Across Cultures
 - A. Define Culture and its Effects on Communication
 - B. Learn Cultural Differences in Non-Verbal Communication
 - C. Understand Linguistic Challenges with English As a Second Language Speakers.

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Activity
- C. Discussion
- D. Guest Speakers

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

Worksheets on Grammar and Punctuation

Reading Assignments:

Weekly reading assignments of approximately one chapter per week consisting of 20-30 pages.

Current news articles, industry reports and blogs, 3-5 per course, such as New York Times, Wall Street Journal, etc.

Other Outside Assignments:

Viewing videos and answering related questions, group work and role play to solve real-world case studies.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Performance
- C. Class Work
- D. Exams/Tests
- E. Final Class Performance
- F. Group Projects
- G. Homework
- H. Oral Presentation
- I. Papers
- J. Portfolios
- K. Quizzes
- L. Research Projects

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Guffey and Loewy. *Essentials of Business Communications*, 10th ed. Cengage Learning, 2016

Possible periodicals include:

- A. . *Wall Street Journal*, Dow Jones and Company Volume 2018
- B. . *New York Times*, A.G.Sulzberger Volume 2018

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Course Originator: Lale Yurtseven