1. **COURSE ID:** BUS. 401  **TITLE:** Business Communications  
   **Semester Units/Hours:** 3.0 units; a minimum of 48.0 lecture hours/semester  
   **Method of Grading:** Letter Grade Only  
   **Recommended Preparation:**  
   Eligibility for ENGL 838 or 848.  
   BUSW 105,  

2. **COURSE DESIGNATION:**  
   Degree Credit  
   **Transfer credit:** CSU  
   **AA/AS Degree Requirements:**  
   CSM - GENERAL EDUCATION REQUIREMENTS: E2c. Communication and Analytical Thinking  

3. **COURSE DESCRIPTIONS:**  
   **Catalog Description:**  
   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.  

4. **STUDENT LEARNING OUTCOME(S) (SLO’S):**  
   Upon successful completion of this course, a student will meet the following outcomes:  
   1. access and utilize microcomputers for completion of assignments.  
   2. Improve their comprehensive of grammar, punctuation and vocabulary used in business  
   3. identify, explain and develop communication skills and tools that contribute to effective verbal and written communication  
   4. prepare for employment with the use of appropriate resume and interview procedures  
   5. 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).  

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**  
   Upon successful completion of this course, a student will be able to:  
   1. access and utilize microcomputers for completion of assignments.  
   2. improve their comprehension of grammar, punctuation, and vocabulary used in business.  
   3. identify, explain, and develop communication skills and tools that contribute to effective verbal and written communication.  
   4. prepare for employment with the use of appropriate resume and interview procedures  
   5. 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).  

6. **COURSE CONTENT:**  
   **Lecture Content:**  
   1. Career Success with Communication Skills  
   2. Planning Business Messages  
   3. Composing Business Messages  
   4. Revising Business Messages  
   5. Electronic Messages and Memorandums  
   6. Positive Messages  
   7. Negative Messages  
   8. Informal Reports  
   9. Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings  
   10. Business Presentations  
   11. The Job Search, Resumes, and Cover Letters  
   12. Interviewing and Following Up
7. REPRESENTATIVE METHODS OF INSTRUCTION:
Typical methods of instruction may include:

1. Other (Specify): 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 2010. 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.

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:
1. Communication Workshops
   a. Work Experience
   b. Managing Difficult or Reticent Team Members

Other Outside Assignments:
Viewing videos and answering related questions

9. REPRESENTATIVE METHODS OF EVALUATION
Representative methods of evaluation may include:

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

10. REPRESENTATIVE TEXT(S):
Possible textbooks include:

Origination Date: August 2010
Curriculum Committee Approval Date: November 2012
Effective Term: Fall 2013
Course Originator: Patricia Brannock