

Lassen Community College Course Outline

BUS-27 Business Communications

3.0 Units

I. Catalog Description

Instruction in the principles of effective business communications. Contemporary approaches to planning, composing and revising common written and oral business communications is explained and applied. Emphasis is on the writing of clear, concise, and effective letters, memorandums, e-mails and business reports. This course is designed for business majors. This course has been approved for correspondence, online and hybrid delivery. This course uses a free open Educational Resource textbook.

Prerequisite(s): ENGL 1 College Composition

1. Read accurately and critically for thesis, inference, connotation, and tone.
2. Perform an informed literary analysis.
3. Write analytical and critical essays based on an understanding of reading.
4. Use a variety of styles, each appropriate to the purpose, context, and audience of the essay.
5. Use accurate, specific and vivid language and a variety of sentence structures.
6. Exhibit a sense of voice and style.
7. Distinguish among belief, opinion, fact, and values.
8. Write timed essays in class exhibiting acceptable college-level control of mechanics, organization, development and coherence.
9. Integrate the ideas of others through paraphrasing, summarizing, and quoting without plagiarism
10. Find, evaluate, analyze and interpret primary and secondary sources, incorporating them into written essays using appropriate documentation format.
11. Write a research paper centered upon an original thesis.
12. Use a library as well as other resources and the Modern Language Association (MLA) style of documentation.
13. Compose clear, succinct documents, appropriate to computer, online communications.

Transfers to CSU only

C-ID BUS 115

51 Hours Lecture

Scheduled: Spring

II. Coding Information

Repeatability: Not Repeatable, Take 1 Time

Grading Option: Graded or Pass/No Pass

Credit Type: Credit - Degree Applicable

TOP Code: 050100

III. Course Objectives

A. Course Student Learning Outcomes

Upon completion of this course the student will be able to:

1. Write, proofread and revise common business communications.

2. Identify proper types of messages, the purpose for writing, steps in the writing process, how to adapt to the audience and choosing the best delivery channel.
3. Recall the best practices for business communication while recognizing the importance of non-verbal cues, effective listening and workforce diversity.
4. Demonstrate effective oral communications skills.

B. Course Objectives

Upon completion of this course the student will be able to:

1. Demonstrate an understanding of the communication process.
2. Demonstrate the ability to use correct grammar.
3. Develop skill in applying planning and writing techniques to the solution of business problems.
4. Analyze business communication situations and produce letters in language and style appropriate to specific situations.
5. Produce an analytical report based on original research with comprehensive documentation.
6. Demonstrate the ability to communicate effectively in an oral presentation.

IV. Course Content

A. Effective communication techniques:

1. Identifying audience
2. Establishing purpose
3. Formulating message
4. Selecting style and tone
5. Functions of job-related writing
6. Writing process
7. Communicating in the electronic office

B. Writing: Paragraphs:

1. Types and functions of paragraphs
2. Topic sentence
3. Appearance and patterns

C. Writing: Sentences

1. Construction and punctuation
2. Active and passive voice
3. Parallelism
4. Context; modifiers; pronoun reference

D. Writing: Words

1. Spelling
2. Right meaning
3. Eliminating unnecessary words
4. Eliminating biased language
5. Jargon and slang

E. Letter Writing

1. Appearance
2. Attitude
3. Format
4. Parts
5. Tone and Style

F. Communicating for Employment

1. Process and job search techniques
 2. Resume writing
 3. Application letter
 4. Form application
 5. Interviewing
 6. Accept and reject job offer
 7. Keeping and upgrading position
- G. Types of Correspondence
1. Memos
 2. Emails and texting
 3. Letters of Inquiry
 3. Customer relations letters
 4. Letters of instruction
 5. Persuasive messages
 6. Bad news messages
- H. Communication through Reports and Proposals
1. Report Process and Research Methods
 2. Finding and Using Library Materials
 3. Conducting Interviews
 4. Documenting Sources
 5. Summarizing Materials
 6. Writing the Abstract
 7. Questionnaires
 8. Definitions
 9. Managing data and using graphics
 10. Completing the Formal Report: Proposals, Short and Long Reports.
- I. Oral Presentations
1. Effective speaking Skill Development and Delivery
 2. Preparation and Delivery of Briefings
 3. Individual and Group Formal Presentations

V. **Assignments**

A. **Reading Assignments**

Required text will be the primary source of course readings. Course may also require readings of news articles, academic journals, and professional industry publications to support and reinforce subject matter taught within the course. This reading will require independent comprehension at both the literal and the interpretive level.

B. **Writing Assignments**

In order to successfully complete this course, students must demonstrate an understanding of course content in term papers, case studies, essays, quizzes, homework and/or examinations in written form. Specifically, written assignments are expected in areas involving business letters, memos, emails, employment documents, and differing report types.

C. **Expected Outside Assignments**

All text reading and note review is conducted outside of class. Students may be required to perform research to support instructor assignments including but not limited to written and oral presentation assignments in areas involving business letters, memos, emails, employment documents, business presentation, and differing report types. Oral business presentations will require students to dedicate time

outside of the classroom in research, organization, composition, and preparation of final delivery.

D. Specific Assignments that Demonstrate Critical Thinking

Classroom exercises (business correspondence, job-hunting documents, long and short documented reports) requiring the analyzing of information; targeting specific audience in correspondence; selecting appropriate language; compiling findings; and communicating of information in written and oral form. Examinations will be designed to include a written component to measure a student's ability to analyze and synthesize information presented in the text and lecture.

VI. Methods of Evaluation

Traditional Classroom Evaluation

Each student will be given a syllabus at the start of the class that indicates the evaluation tools to be used in the course. The course will include but is not constrained to evaluation tools such as typical business communications construction and revision, examinations, essays, reports, and oral presentations.

Online Evaluation

Students will be evaluated using online methods. Online students will complete assignments as described in the course outline using a variety of online methods such as online submission of research papers, asynchronous and synchronous discussions (chat/forum), online quizzes and exams, postings to online website, and email communications in lieu of traditional classroom assignments and evaluation methods.

Hybrid Evaluation

A combination of traditional classroom and online evaluations will be used. Traditional Classroom: exercises/assignments, objective examinations and essay examinations. Online delivery: exercises/assignments, online quizzes and exams, essay forum postings, and chat rooms.

Correspondence Evaluation

Same as face to face with the exception of the desired use of proctored exams and exclusion of participation in classroom activities. Students will be expected to complete assignments and activities equivalent to in-class assignments and activities. Written correspondence and a minimum of six opportunities for feedback will be utilized to maintain effective communication between instructor and student.

VII. Methods of Delivery

Check those delivery methods for which, this course has been separately approved by the Curriculum/Academic Standards Committee.

Traditional Classroom Delivery Correspondence Delivery

Hybrid Delivery

Online Delivery

Traditional Classroom Delivery

Lectures, discussions, group work, audio-visual materials, demonstrations, simulations.

Online Delivery

Online written lectures and/or video lectures will be made available to students online. Students will be expected to participate in forum-based discussions and online exercises/assignments contained on website. Additionally, discussion papers, email

communications, postings to forums, and web-links will comprise the method of instruction.

Hybrid Delivery

A combination of traditional classroom and online instruction will be utilized. 17 hours will be taught face-to-face by the instructor and the other 34 hours will be instructed online through the technology platform adopted by the District. Traditional class instruction will consist of exercises/assignments, lectures, visual aids, and practice exercises. Online delivery will consist of exercises/assignments, lecture posts, discussions, adding extra resources and other media sources as appropriate.

Correspondence Delivery

Assigned readings, instructor-generated typed handouts, typed lecture materials, exercises and assignments equal to face to face instructional delivery. Written correspondence and a minimum of six opportunities for feedback will be utilized to maintain effective communication between instructor and student.

VIII. Representative Texts and Supplies

Open Educational Resource text, student will be able to access book online or may request a printed copy from the book store for a fee.

Unnamed Author, (2017). Business Communication for Success, Online Resource Book, ISBN: 978-1-946135-05-6

<http://open.lib.umn.edu/businesscommunication/>

IX. Discipline/s Assignment

English, Journalism, Business

X. Course Status

Current Status: Active

Original Approval Date: 3/20/1990

Revised By: Andy Rupley

Curriculum/Academic Standards Committee Revision Date: 10/19/2021