

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

BUSINESS 128 – BUSINESS COMMUNICATION

3 hours lecture, 3 units

Catalog Description

Development of the ability to analyze, organize, and compose various types of written and oral business communications with an emphasis on writing clear, concise and persuasive letters, memos, reports, emails, and social media messages.

Prerequisite

“C” grade or higher or “Pass” in ESL 2B or placement into ENGL 120 or equivalent

Entrance Skills

Without the following skills, competencies and/or knowledge, students entering this course will be highly unlikely to succeed:

- 1) Produce organized, coherent and developed essays with a clear thesis, effective transitions and relevant conclusion.
- 2) Recognize and use various rhetorical modes.
- 3) Incorporate a variety of sentence patterns in writing.
- 4) Implement the various stages of the writing process.
- 5) Recognize and correct problems in spelling and grammar including completeness, agreement, reference, form and punctuation.

Course Content

- 1) The theory of written and oral communication. Messages are broken into their component parts for a critical analysis of wording, tone, presentation, style and appearance. Students study samples of business letters and memos for the purpose of analyzing, correcting and rewriting. There will be an examination of the various types of business reports.
- 2) Actual writing of business communications of the following topics:
 - a. Routine and good news messages
 - b. Special goodwill messages
 - c. Bad news messages
 - d. Persuasive messages: sales, requests and collections
 - e. Employment letters
 - f. Reports: definition, classification and preparation of short reports
 - g. Preparing major analytical reports
 - h. Analysis and illustration of major analytical reports
 - i. Emails
 - j. Social Media

Course Objectives

Students will be able to:

- 1) Identify strategies for communicating effectively both orally and in writing in today’s business environment.
- 2) Define the major characteristics of effective oral and written business communication.
- 3) Define and apply the five “C’s” of communication to achieve a business-like tone that is clear, concise, complete, correct, and courteous in both oral and written communication.

- 4) Describe and apply the three-step writing process when preparing business reports, composing memos, letters, good news, bad news and persuasive messages.

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Quizzes and exams that measure students' ability to define both orally and in writing the strategies and major characteristics of effective oral and written communication.
- 2) Written assignments that measure students' ability to apply techniques and strategies learned in class to write good news, bad news and persuasive messages within business memos, letters, reports, emails, and social media postings.
- 3) Oral presentations that measure students' ability to effectively apply the techniques learned in class including the five "C's" of communication.

Special Materials Required of Student

Access to computer

Minimum Instructional Facilities

Smart classroom

Method of Instruction

- 1) Lecture and group discussion
- 2) Individual instruction

Out-of-Class Assignments

- 1) Assigned textbook reading
- 2) Writing assignments
- 3) Research assignments

Texts and References

- 1) Required (representative example): Bovee, Courtland. *Business Communication Today with MyBCommLab*. 14th edition. Pearson, 2018.
- 2) Supplemental: None

Exit Skills

Students having successfully completed this course exit with the following skills, competencies and/or knowledge:

- 1) Recognize and correct problems in diction, grammar and usage such as completeness, agreement, reference and form.
- 2) Recognize and correct problems in punctuation such as commas, semi-colons and apostrophes.
- 3) Recognize and avoid sexist language.
- 4) Incorporate a variety of sentence patterns (simple, compound, complex, compound-complex).
- 5) Recognize and use the various phases of the writing process (invention, writing, evaluating, revising, editing).
- 6) Produce organized, coherent and developed paragraphs with a clear topic sentence, effective transitions and a relevant conclusion.
- 7) Recognize and use various rhetorical modes (cause/effect, process, comparison, etc.).
- 8) Use the MLA format to document sources in writing.
- 9) Employ elements of argumentation in essay format.
- 10) Write at least one paragraph or essay in class to practice writing techniques.

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1) Identify strategies for communicating effectively both orally and in writing in today's business environment.
- 2) Define the major characteristics of effective oral and written business communication.
- 3) Define and apply the five "C's" of communication to achieve a business-like tone that is clear, concise, complete, correct, and courteous in both oral and written communication.
- 4) Describe and apply the three-step writing process when preparing business reports, composing memos, letters, good news, bad news, persuasive messages, emails, and social media content.