



CREDIT COURSE OUTLINE

I. COVER PAGE

(1) BA 5	(2) BUSINESS COMMUNICATIONS	(3) 3
Number	Title	Units

(4) Lecture / Lab Hours:			(8) Classification:		
Course Hours					
	Weekly Lec hours:	3.00	Degree applicable: X		
	Weekly Lab hours:	0	Non-degree applicable:		
	Total Contact hours:	54.00	Basic skills:		
Lec will generate __ hour(s) outside work.			(9) RC		
Lab will generate __ hour(s) outside work.			Fulfills AS/AA degree requirement: (area)		
			General education category:		
(5) Grading Basis:			Major:		
	Grading Scale Only		Business Administration, Accounting Option		
	Pass/No Pass option	X	Business Administration, Entrepreneur Option		
	Pass/No Pass only		Business Administration, General Business Option		
(6) Advisories:			Business Administration, Information Systems Management Option		
• Eligibility for English 125 and 126			Business Administration, Logistics/Distribution Option		
(7) Pre-requisites (requires C grade or better):			Business Administration, Management Option		
Corequisites:			Business Administration, Marketing Option		
•			Business Administration, Real Estate Option		
			General Business		
			Information Systems, Help Desk Option		
			Information Systems, Networking Option		
			Information Systems, Web Design Option		
			Information Systems, Web Programming Option		
			Management		
			Small Business Management		
			Certificate of:		
			Hospitality Management		
			Information Systems		
			Managerial Assistant		
			RECEPTIONIST		
			Certificate in:		
			(10) CSU		
			Baccalaureate:		
			X		
			(11) Repeatable: (A course may be repeated three times)		
			0		
			(12) C-ID:		
			Proposed Start Date:		
			Fall 2012		

(12) Catalog Description:
 Composing and preparing business letters, reports, memos, and oral communications with emphasis on organization, correct grammar, conciseness, and tone.

II. COURSE OUTCOMES:

(Specify the learning skills the student demonstrates through completing the course and link critical thinking skills to specific course content and objectives.)

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

- I. demonstrate critical thinking skills by researching, preparing, and presenting business documents using graphic elements where appropriate.
- II. prepare and deliver oral presentations using appropriate visual aids.

III. COURSE OBJECTIVES:

(Specify major objectives in terms of the observable knowledge and/or skills to be attained.)

In the process of completing this course, students will:

- I. compose business letters/memos that persuade, inform, evaluate, or deliver good/bad news to specific audiences.
- II. organize writing that is clear and concise using short sentences.
- III. conduct primary or secondary research in preparation for a major report.
- IV. organize, outline, and deliver an oral presentation.
- V. create resumes and cover letters that are formatted correctly and persuade potential employers to interview the candidate.

IV. COURSE OUTLINE:

Lecture Content:

- A. Construction of clear sentences and paragraphs
- B. Writing for effect
- C. Introduction to messages and the writing process
- D. Directness in good news and neutral messages
- E. Indirectness in bad news messages
- F. Indirectness in persuasion and sales messages
- G. Strategies in the job search process—resumes and cover letters
- H. Business research methods
- I. Basics of report writing
- J. Formal reports
- K. Graphics
- L. Public speaking and oral reporting

V. APPROPRIATE READINGS

Reading assignments may include but are not limited to the following:

- I. Sample Text Title:
or
1. Recommended - Lehman, C. & Defrene, D *BCOM*, ed. 4 South Western Cengage Learning, 2012,
or
2. Recommended - Krizan, A., Merrier, P., Logan, J., & Williams, K *Business Communication*, ed. 8 South Western, 2011,

II. Other Readings

- Global or international materials or concepts are appropriately included in this course
- Multicultural materials and concepts are appropriately included in this course

If either line is checked, write a paragraph indicating specifically how global/international and/or multicultural materials and concepts relate to content outline and/or readings.

Cultural differences in verbal and written communication are discussed. In addition, diversity within the workplace is also addressed within the framework of effective communication.

VI. METHODS TO MEASURE STUDENT ACHIEVEMENT AND DETERMINE GRADES:

Students in this course will be graded in at least one of the following four categories. Please check those appropriate. A degree applicable course must have a minimum of one response in category A, B, or C.

A. Writing			
Check either 1 or 2 below			
X	1. Substantial writing assignments are required. Check the appropriate boxes below and provide a written description in the space provided.		
	2. Substantial writing assignments are NOT required. If this box is checked leave this section blank. For degree applicable courses you must complete category B and/or C.		
	a) essay exam(s)	X	d) written homework
X	b) term or other paper(s)		e) reading reports
	c) laboratory report(s)		f) other (specify)

Required assignments may include but are not limited to the following:

- 1. Letters
- 2. Memos
- 3. Business proposals

B. Problem Solving			
Computational or non-computational problem-solving demonstrations, including:			
	a) exam(s)		d) laboratory reports
	b) quizzes		e) field work
X	c) homework problems		f) other (specify):

Required assignments may include but are not limited to the following:

1. Letters responding to client complaints
2. Using appropriate memos for different case scenarios
3. Business proposals

C. Skill demonstrations, including:			
X	a) class performance(s)		c) performance exams(s)
	b) field work		d) other (specify)

Required assignments may include but are not limited to the following:

1. Business proposal presentation

D. Objective examinations including:			
	a) multiple choice		d) completion
	b) true/false		e) other (specify):
	c) matching items		

COURSE GRADE DETERMINATION:

Description/explanation: Based on the categories checked in A-D, it is the recommendation of the department that the instructor's grading methods fall within the following departmental guidelines; however, the final method of grading is still at the discretion of the individual instructor. The instructor's syllabus must reflect the criteria by which the student's grade has been determined. (A minimum of five (5) grades must be recorded on the final roster.)

If several methods to measure student achievement are used, indicate here the approximate weight or percentage each has in determining student final grades.

Participation/Discussion 20% Homework/Projects 20% Quizzes/Exams 50% Final 10%

VII. EDUCATIONAL MATERIALS

For degree applicable courses, the adopted texts, as listed in the college bookstore, or instructor-prepared materials have been certified to contain college-level materials.

Validation Language Level (check where applicable):

College-Level Criteria Met

YES NO

Textbook	X	
Reference materials	X	
Instructor-prepared materials	X	
Audio-visual materials		X

Indicate Method of evaluation:

Used readability formulae (grade level 10 or higher)	_____
Text is used in a college-level course	X
Used grading provided by publisher	_____
Other: (please explain; relate to Skills Levels)	_____

Computation Level (Eligible for MATH 101 level or higher where applicable)

_____ X

Content

Breadth of ideas covered clearly meets college-level learning objectives of this course	X	
Presentation of content and/or exercises/projects:		
Requires a variety of problem-solving strategies including inductive and deductive reasoning.	X	
Requires independent thought and study	X	
Applies transferring knowledge and skills appropriately and efficiently to new situations or problems.	X	

List of Reading/Educational Materials

Recommended - Lehman, C. & Defrene, D *BCOM*, ed. 4 South Western Cengage Learning, 2012,

Recommended - Krizan, A., Merrier, P., Logan, J., & Williams, K *Business Communication*, ed. 8 South Western, 2011,

Comments:

_____ This course requires special or additional library materials (list attached).

_____ This course requires special facilities:

Attached Files:

BASIC SKILLS ADVISORIES PAGE The skills listed are those needed for eligibility for English 125, 126, and Math 201. These skills are listed as the outcomes from English 252, 262, and Math 250. In the right hand column, list at least three major basic skills needed at the beginning of the target course and check off the corresponding basic skills listed at the left.

Check the appropriate spaces.

- Eligibility for Math 201 is advisory for the target course.
- Eligibility for English 126 is advisory for the target course.
- Eligibility for English 125 is advisory for the target course.

If the reviewers determine that an advisory or advisories in Basic Skills are all that are necessary for success in the target course, stop here, provide the required signatures, and forward this form to the department chair, the appropriate associate dean, and the curriculum committee.

REQUISITES

No prerequisites

JUSTIFICATION OF LIMITATION ON ENROLLMENT

Enrollment in courses or blocks of courses may be limited based on performance, honors, or other performance based criteria. Be mindful of the disproportionate impact the limitation will have on specific groups of students. It is important to determine if the limitation will disproportionately keep under-represented students from enrolling in the course or block of courses.

Describe the reasons for limiting the enrollment.

Course Designator: BA 5

Course Title(s): BUSINESS COMMUNICATIONS

Rationale for Limiting Enrollment:

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