**GROSSMONT COLLEGE**

**Course Outline of Record**

Curriculum Committee Approval: 02/02/2021

GCCCD Governing Board Approval: 03/16/2021

**BUSINESS 128 – BUSINESS COMMUNICATION**

1. **Course Number Course Title Semester Units**

BUS 128 Business Communication 3

**Semester Hours:**

3 hours lecture - 48-54 hours 96-108 outside-of-class hours 144-162 total hours

2. **Prerequisites**

A "C" grade or higher or "Pass" in ESL 122 or placement into ENGL 120 or equivalent.

**Corequisite**

None

**Recommended Preparation**

None

3. **Catalog Description**

This course applies the principles of effective communication to the creation of effective letters, memos, emails, and written and oral reports for a variety of business situations. The course emphasizes planning, organizing, composing, and revising business documents using word processing software for written documents and presentation-graphics software to create and deliver professional-level oral reports. Since this course is designed for students who already have college-level writing skills, very little time will be devoted to the basics of writing or grammar.

4. **Course Objectives**

The student will:

a. Explain the elements of the communication process.

b. Analyze how word selection and usage affects communication.

c. Solve business communication problems through planning, problem solving, organizing, writing, listening and presenting techniques.

d. Illustrate sensitivity to audience needs and desire, including cross-cultural situations.

e. Plan, organize, write and revise letters, memos, emails, and reports suitable for a variety of business situations, including quantitative (e.g., accounting and finance) and business legal contexts.

f. Plan and deliver individual or team oral presentations for business meetings.

g. Understand communication in an internationalization and globalization context.

h. Identify a basic logical fallacy in an oral or written context.

i. Select a proper delivery format—face-to-face v. electronic—and identify the strengths of each modality.

j. Understand uses of social media and related Internet writing contexts.

k. Adjust composition, prose, and rhetorical language use for optimal conciseness and clarity.

l. Demonstrate an understanding of social etiquette applicable in a business environment.

m. Discern and appreciate the differences between primary sources and secondary sources.

n. 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.

5.  **Instructional Facilities**

Standard Classroom

6. **Special Materials Required of Student**

None

7. **Course Content**

a. The theory of written and oral communication

b. Direct request messages

c. Persuasive messages

d. Bad news messages

e. Analytical reports

f. Oral Presentations

g. Resumes

h. Employment interviewing

8. **Method of Instruction**

a. Lecture.

b. Group discussion

c. Problem solving scenarios.

9. **Methods of Evaluating Student Performance**

a. Homework, written or online

b. Analytical reports, analyzing a problem or question, comparing and contrasting alternative solutions

c. Group or individual projects, including problem-solving scenarios and document composition using editing software

d. Oral presentations

e. Quizzes

f. Possible take-home tests or online assessments

g. In-class letter-writing projects

h. Comprehensive in-class final exam

10.  **Outside Class Assignments**

a. Assigned textbook material

b. Assigned letters, memos, emails, and reports

11.  **Representative Texts**

a. Representative text(s):

Bovee, Courtland, and John Thill. *Business Communication Today*. 14th edition. New York, NY: Pearson, 2018

b. Supplementary texts and workbooks:

None

**Addendum: Student Learning Outcome**s

Upon completion of this course, our students will be able to do the following:

a. Prepare and deliver competent oral presentations for a variety of business situations. Competent presentations will be defined as those that generate a positive audience response via a clear, compelling, credible and concise presentation.

b. Analyze common business scenarios, determine the appropriate response method for that scenario, and prepare a typed business message/response within a timed deadline.

c. Given a business scenario, research and evaluate possible solutions and then summarize their findings via a persuasive analytical report that recommends the best choice among those options.