



General Course Information	
1a. Course Dept.:	BUS
1b. Course Number:	92
2. Course Title:	Business Communication
3. Units:	3
4. This Course is:	Assoc Degree Applic. - Transfer to CSU/Private

Course Format and Duration	
5a. Course Length:	Full-semester
5b. Weekly Hours:	3 Lecture + 0 Activities + 0 Lab + 0 By Arrangement = Total Weekly Hours:3

Method of Instruction
6. Instructional methods used to present course content. Lecture/Discussion Online Presentations

Course Preparation
7a. Corequisite(s): None
7b. Prerequisite(s): None
7c. Course Advisory: SCC minimum Math standard Eligibility for ENGL 1
8. Repeatability: Not Repeatable
Additional Repeatability Info: None

CATALOG DESCRIPTION AND OTHER CATALOG INFORMATION**9a. Catalog Description:**

A study of communication theory in the planning and preparation of various types of letters, reports, resumes, and oral presentations along with analysis of group dynamics, symbolic communication, interview techniques and listening skills. Stresses audience analysis, style, appearance, and the importance of grammar, punctuation and vocabulary. Strong focus on gender and cultural communication issues and strategies in the workplace. Critical thinking encouraged through written and oral assignments and case studies on business communication and ethical issues.

9b. Other Catalog information:

None

10. Student Performance Objectives:

As a result of successful completion of this course, a student will be able to:

1. Plan and write business letters, memos and reports effectively.
2. Plan and offer oral presentations effectively.
3. Understand and effectively communicate in group and team situations.
4. Plan and use career development skills and strategies, including personal assessment, resume writing and interview techniques.
5. Understand the importance of non-verbal and symbolic communication in the work environment.
6. Recognize and understand gender and cultural communication issues in the work environment.

11. Methods of Evaluating Student Achievement:

Exams, quizzes, written letters, memos and reports, and presentations.

12. Student Assignments (Homework):**a. Required Reading Assignments:**

40-50 pages/week in textbook, current business communication paperbacks and business magazines/newspapers such as the "Wall Street Journal."

b. Required Writing Assignments:

None

c. Other (Terms projects, research papers, portfolios, etc.)

None

13. Course Content Outline:

The substance of this course requires students to comprehend, examine, and apply the principles of effective business communication.

- I. Communication Theory
 - A. Information
 - B. Groups and the Environment
- II. Written Communications
 - A. Importance of grammar, punctuation
 - B. Vocabulary
 - C. Organizing Ideas
 - D. Communicating the Message
 - 1. Positive Messages
 - 2. Negative Messages
 - 3. Persuasive Messages
 - 4. Symbolism
 - E. Letters
 - F. Memos
 - G. Reports
- III. Oral Communications
 - A. Audience Analysis
 - B. Preparation
 - C. Strategies and Techniques
 - D. Listening Skills
- IV. Groups and Meetings
 - A. Group Dynamics
 - B. Gender Issues
- V. Career Development
 - A. Resumes
 - B. Application and Cover Letters
 - C. Interview Techniques
 - D. Personal Assessment
- VI. Symbolic Communication
 - A. Cultural and Historical Patterns
 - B. Mass Media Impact
- VII. Gender/Cultural Communication Issues
 - A. Gender Stereotypes
 - B. Cultural Communication Roadblocks
 - C. Marketing by Gender/Cultural Segmentation
- VIII. Technology/E-Commerce Communication
 - A. Voice Mail and E-Mail Issues
 - B. Internet: Personal and Business Issues
 - C. Privacy, Courtesy and Confidentiality
- IX. Communication and Ethics
 - A. Ethics in the Work Environment

14a. All textbooks, resources and other materials used in this course are:

College level

14b. EXAMPLE texts, reading and resources:

Locker K.. *Business and Administrative Communication*. 2nd Edition
Irwin, 1994

MacKay, Harvey. *Swim with the Sharks*.
Ballantine Books, 1988

unknown author. *Wall Street Journal*.
Dow Jones Publications,

General Education/Transfer Information**IGETC:****CSU:****SCC GE:**