I. **OVERVIEW**

The following information will appear in the 2009 - 2010 catalog

**BUSAD-210 Business Communication**

3 Units

**Advisory:** Before enrolling in this course, students are strongly advised to satisfactorily complete ENGL 101

Principles and applications of written and oral business communications including routine memo and letter writing, persuasive writing, oral communication, and informative report writing. Field trips are not required. Course is applicable to the associate degree.

II. **LEARNING CONTEXT**

Given the following learning context, the student who satisfactorily completes this course should be able to achieve the goals specified in Section III, Desired Learning:

A. **COURSE CONTENT**

1. **Required Content:**

   a. The communication process: its importance and role in business enterprises and business-oriented agencies and institutions worldwide

   b. Techniques of Routine Letter Composition

      i. Uses of grammatical construction and paragraphing to maximize human relations

      ii. Physical layout of letters

         1. Format
         2. Parts of a business letter
         3. Letterheads

   c. Principles and problem-solving techniques of letter writing

      i. Evaluation of different types of letters for inductive and deductive thought development, creativity, logical organization, human relations, tone, and qualities of clearness, conciseness, and correctness

   d. Techniques of planning a letter

      i. Defining and analyzing the situation and circumstances giving rise to the letter

      ii. Determining the purpose of the letter

      iii. Selecting the contents for the letter

      iv. Planning for unity, coherence, and emphasis

      v. Arranging the sequence of ideas (outline and contents)

      vi. Writing the letter with a logical flow of ideas and effective expression of human relations through style and tone
e. Specialized approaches for writing different kinds of letters
   i. Placing orders and acknowledging orders
   ii. Inquiries and replies to inquiries
   iii. Adjustment letters
   iv. Making and acknowledging remittances
   v. Human relations (goodwill) letters
f. E-mail techniques
   i. Planning and writing clear and precise e-mail messages
   ii. Answering e-mail messages appropriately
   iii. Using proper e-mail etiquette (netiquette)
g. Persuasive Writing
   i. Techniques of physical layout, form used to attract and maintain the reader's attention
   ii. Uses of grammatical construction and paragraphing to effectively persuade
h. Techniques of persuasive writing using basic letter writing principles in getting the reader's attention
   i. developing interest
   ii. presenting evidence
   iii. suggesting action
i. Evaluation of sales letters, resume and application letters, and collection letters for creativeness in layout and persuasiveness as well as for application of basic letter writing principles
j. Specialized approaches for writing
   i. Letters of application, resumes, follow-up letters
   ii. Different kinds of sales letters
   iii. Letters in a collection series
   iv. Informative Writing
k. Research techniques used in gathering facts for decisions and reports
   i. Methods of critically analyzing and interpreting information for conclusions or recommendations
   ii. Evaluation of memoranda, reports, informative letters, and minutes for logical presentation of facts and ideas, tone, qualities of concreteness, conciseness, clearness, correctness,
Physical layout of information for readability

Memoranda

Business reports

Informative letters

Minutes

Importance of grammatical construction and paragraphing

Techniques of writing memoranda

Techniques of writing informative letters

Techniques of writing reports

Fact finding with conclusions or summary

Fact finding with recommendations

Presentation Techniques

Planning and delivering effective oral presentations

B. ENROLLMENT RESTRICTIONS

1. Advisories

Before enrolling in this course, students are strongly advised to satisfactorily complete ENGL 101

2. Requisite Skills

Before entering the course, the student will be able to:

a. Demonstrate written communication with effective grammar skills.

b. Demonstrate college level reading ability.

c. Demonstrate effective context structure and cohesion in written presentations.

d. Demonstrate critical reading and writing skills.

C. HOURS AND UNITS

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<thead>
<tr>
<th>INST METHOD</th>
<th>TERM HOURS</th>
<th>UNITS</th>
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</thead>
<tbody>
<tr>
<td>Lect</td>
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<td>3.00</td>
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<tr>
<td>Lab</td>
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D. METHODS OF INSTRUCTION (TYPICAL)

Instructors of the course might conduct the course using the following method:

1. Lecture and discussion of business writing principles and procedures.
2. Illustration of examples of business writing through uses of overhead projector, opaque projection, and printed handouts.
3. Appropriate written assignments for students to apply business writing principles.
4. Lecture and discussion of basic techniques in oral interviews.
5. Oral and written evaluations of letters, memoranda, reports, minutes, resumes, and oral presentations.
6. Small group activities focusing on business letters and report writing.

E. ASSIGNMENTS (TYPICAL)

1. EVIDENCE OF APPROPRIATE WORKLOAD FOR COURSE UNITS

   Time spent on coursework in addition to hours of instruction (lecture hours)

   a. Read and prepare discussion material from text and outside Internet sources (minimum of 4 hours/week).
   b. Analyze business problems to prepare letters and memos for specific audiences (minimum of 8 hours/term).
   c. Collaborate with teams on researching and writing a formal business report (minimum of 16 hours/term).
   d. Take 3-4 chapter exams consisting of objective, short answer, and essay questions (4 hours/term).
   e. Design and deliver an oral presentation on a topic related to business communication (4 hours/term).
   f. Take a final comprehensive exam consisting of objective and essay questions (2 hours/term).

2. EVIDENCE OF CRITICAL THINKING

   Assignments require the appropriate level of critical thinking

   a. Analyze business problems that describe typical activities such as requesting information, persuading customers, or delivering bad news, to determine the proper channel of communication (face-to-face, e-mail, memo, letter, etc.)
   b. Compose a properly formatted claim letter requesting a refund for defective merchandise.
   c. Apply decision-making skills to determine proper layout and format of persuasive request and credit denial letters.
   d. Collaborate with teams to write a formal investigative or recommendation report on the best means of hiring and testing new employees.
   e. Design and deliver an oral presentation on emerging trends in today’s workplace.
F. TEXTS AND OTHER READINGS (TYPICAL)


2. **Other**: Gregg Reference Manual

III. DESIRED LEARNING

A. **COURSE GOAL**

*As a result of satisfactory completion of this course, the student should be prepared to:*

Analyze and develop a variety of written and oral messages for business and personal use by applying the principles of effective business writing.

B. **STUDENT LEARNING GOALS**

*Mastery of the following learning goals will enable the student to achieve the overall course goal.*

1. **Required Learning Goals**

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

   a. List and explain the outlines and procedures for writing different kinds of business letters such as order letters, adjustment letters, application letters, and e-mail messages with a minimum of 70 percent accuracy as measured by assigned writing activities.

   b. Apply the deductive and inductive reasoning processes as well as creative approaches to effectively compose and format a business letter using specific style guidelines with a minimum of 70 percent accuracy as measured by assigned writing activities.

   c. Critically analyze business memos, letters, and reports based on a given list of effective communication principles and procedures with a minimum of 70 percent accuracy as measured by examples taken from the textbook and outside sources.

   d. Prepare and write a personal resume and cover letter that lists education, work experience, personal references, and other topics unique to each student with a minimum of 70 percent accuracy as measured by assigned writing activities.

   e. Deliver an oral presentation on a business topic using presentation software or other visual materials with a minimum of 70 percent accuracy as measured by instructor observation.

   f. Demonstrate report-writing techniques to research, organize, and develop an informative or investigative report that reaches conclusions or makes recommendations with a minimum of 70 percent accuracy as measured by assigned report activities.

   g. Employ the Library, Career Development and Transfer Center, and Internet as resources for information on career planning with a minimum of 70 percent accuracy as measured by development of a job portfolio.

IV. METHODS OF ASSESSMENT (TYPICAL)

A. **FORMATIVE ASSESSMENT**

1. In-class writing drills and peer review activities.

2. Oral participation in class discussions and team activities.
B. **SUMMATIVE ASSESSMENT**

1. Business writing assignments (6-8/semester)
2. Final comprehensive written exam
3. Formal research project(s) (1-2/semester)
4. Written chapter exams (3-4/semester)