



5055 Santa Teresa Blvd
Gilroy, CA 95023

Course Outline

COURSE: CMUN 12 **DIVISION:** 10 **ALSO LISTED AS:**

TERM EFFECTIVE: Fall 2023

CURRICULUM APPROVAL DATE: 12/12/2023

SHORT TITLE: BUSINESS COMMUNICATION

LONG TITLE: Business Communication

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
3	18	Lecture:	3	54
		Lab:	0	0
		Other:	0	0
		Total:	3	54

Out of Class Hrs: 108.00

Total Learning Hrs: 162.00

COURSE DESCRIPTION:

Applies business communication concepts where students create effective documents and visual aids using current technology, present individual and team oral presentations, assess interpersonal and intercultural environments and evaluate common controversial issues within the workplace.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES

L - Standard Letter Grade

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:

02 - Lecture and/or discussion

05 - Hybrid

71 - Dist. Ed Internet Simultaneous

72 - Dist. Ed Internet Delayed

STUDENT LEARNING OUTCOMES:

By the end of this course, a student should:

1. Understand and apply the dimensions of business communication processes and theories through experiential learning by analyzing, evaluating and applying course content in the formulation of written and oral assignments.
2. Practice active listening, cooperative communication skills and intercultural awareness through effective participation in team building and in other group efforts to problem-solve and make decisions.
3. Demonstrate effective oral presentation skills including organization, delivery and visual aid use.

COURSE OBJECTIVES:

By the end of this course, a student should:

1. Learn effective business practices through oral and written forms of communication. Speaking with confidence in business settings and creating an elevator pitch. Applying informative and persuasive oral presentation skills including organization, delivery, and visual aids use.
2. Intrapersonal and interpersonal business communication, including interviewing skills. Power of growth vs. fixed mindset and seven habits of highly effective people. Active listening and cooperative communication skills practiced. Intercultural awareness with emphasis on implicit bias while problem solving and decision making in business contexts.
3. Effective business writing through experiential learning by analyzing, evaluating, revising, and applying course content in the formulation of written communication.

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

Curriculum Approval Date: 12/12/2023

6 hours

- Effective business communication/ethics
- Delivering the message
- Understanding the audience/Listening Skills
- Conducting business online

6 hours

- Effective business writing/100 most misspelled words
- Preparing to write, writing, revision, and feedback
- Business Letter Formats/Standard Parts of a Professional Business Letter
- Employment Communication: Job Search, Résumés, and Cover Letters
- Informational Interviewing and Following Up

10 hours

- Business writing in action: developing presentations, presentation style and nonverbal delivery
- Organization and outlining
- Informative Speaking

15 hours

- Student presentations: Informative Speeches
- Business and Persuasive Sales Speech Assignment

15 hours

- Intercultural and international communication: Group/Teamwork and leadership styles
- Group presentations

2 hours

- Final Exam

METHODS OF INSTRUCTION:

Lecture Individual assignments Group assignments Assessment exams Participation

OUT OF CLASS ASSIGNMENTS:

Required Outside Hours 108

Assignment Description

1. Written discussion responses to lectures/scenarios
2. Groupwork and delivery of oral presentations
3. Examinations

METHODS OF EVALUATION:

Writing assignments

Evaluation Percent 25

Evaluation Description

Individual letters, outlines and visual aid content

Problem-solving assignments

Evaluation Percent 20

Evaluation Description

Individual and small group assignments

Skill demonstrations

Evaluation Percent 30

Evaluation Description

Individual and small group presentations

Objective examinations

Evaluation Percent 10

Evaluation Description

Section exams as required

Final exam required

Other methods of evaluation

Evaluation Percent 15

Evaluation Description

Attendance and participation/Online collaboration

REPRESENTATIVE TEXTBOOKS:

Effective Business Communication, Scott McLean, Flatworld, 2021 or a comparable textbook/material.

ISBN: 978-1-4533-3425-6

Rationale: Textbook offers the course content needed, works well with the online environment and is cost effective.

Grade Verified by: Dana Young/Instruction / Technology Librarian

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 201830

UC TRANSFER:

Not Transferable

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: Y

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department:

CSU Crosswalk Course Number:

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: E

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000583520

Sports/Physical Education Course: N

Taxonomy of Program: 150600