

# BUMA 015: BUSINESS COMMUNICATION FOR TRANSFER

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**Originator**

zbecker

**Justification / Rationale**

Adding Missing C-ID

**Effective Term**

Fall 2023

**Credit Status**

Credit - Degree Applicable

**Subject**

BUMA - Business/Management

**Course Number**

015

**Full Course Title**

Business Communication for Transfer

**Short Title**

BUS COMMUNICATION TRSF

**Discipline****Disciplines List**

Business

**Modality**

Face-to-Face

100% Online

Hybrid

**Catalog Description**

This course applies the principles of ethical and effective communication to the creation of letters, memos, e-mail 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. This course is designed for students who already have college-level writing skills. C-ID: BUS 115

**Schedule Description**

Principles of ethical and effective communication applied to the creation of letters, memos, e-mail and written and oral reports for a variety of business situations. Prerequisite: ENG 001A

**Lecture Units**

3

**Lecture Semester Hours**

54

**Lab Units**

0

**In-class Hours**

54

**Out-of-class Hours**

108

**Total Course Units**

3

**Total Semester Hours**

162

**Prerequisite Course(s)**

Prerequisite: ENG 001A Composition

**Required Text and Other Instructional Materials****Resource Type**

Book

**Author**

Cardon, Peter W.

**Title**

Business communications: Developing Leaders for a Networked world

**Edition**

3e

**Publisher**

Mc-Graw-Hill

**Year**

2018

**College Level**

Yes

**Flesch-Kincaid Level**

12

**Resource Type**

Book

**Author**

Guffey, Mary Ellen and Diana Loewy

**Title**

Business Communication: Process Product

**Edition**

10th

**Publisher**

Cengage

**Year**

2022

**College Level**

Yes

**Flesch-Kincaid Level**

12

**ISBN #**

9780357129258

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**Class Size Maximum**

30

**Entrance Skills**

Develop writing ideas through the drafting process.

**Requisite Course Objectives**

ENG 001A-Develop ideas coherently in writing through the drafting process.

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**Entrance Skills**

Understand the concept of arguable theses and evidence across a variety of writing styles.

**Requisite Course Objectives**

ENG 001A-Write essays with arguable theses and evidence from different types of sources.

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**Entrance Skills**

Write a topic sentence and organized support statements.

**Requisite Course Objectives**

ENG 001A-Write thesis statements, topic sentences, and ideas in an organized way in essays.

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**Entrance Skills**

Demonstrate the ability to write with complete sentences and appropriate grammar.

**Requisite Course Objectives**

ENG 001A-Compose texts with complex sentence structure and appropriate diction.

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**Course Content**

The course begins with the theory of written and oral communication. Messages are broken into their component parts for a critical analysis of organization and content, style, tone, grammar, format, and appearance. Students analyze business situations and plan, organize, write, and revise letters, memos, emails, and reports.

Students will prepare and submit for grades at least one of each of the following types of business messages.

1. Direct request and direct reply.
2. Negative (bad news).
3. Persuasive.
4. Employment-related (e.g., a resume)
5. Analytical report which analyzes a problem or question, compares and contrasts alternative solutions, includes properly inserted visuals, page numbers and an associated table of contents, includes documented sources, an executive summary, and provides conclusions and recommendations. The report will be prepared using word processing software, properly formatted, and printed by a computer printer.
6. Oral presentation, using presentation software and/or audio-video multimedia, on a topic suitable for a business situation.

**Course Objectives**

	<b>Objectives</b>
Objective 1	Explain the elements of the communication process and synthesize theory in assessing, anticipating and analyzing communication problems.
Objective 2	Analyze how word selection and usage affects communication.
Objective 3	Solve business communication problems through planning, problem solving, organizing, writing, listening and presenting techniques.
Objective 4	Illustrate sensitivity to audience needs and desire, including cross-cultural situations.
Objective 5	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.

Objective 6	Plan and deliver individual or team oral-presentations for business meetings.
Objective 7	Understand communication in an internationalization and globalization context.
Objective 8	Identify a basic logical fallacy in an oral or written context.
Objective 9	Select a proper delivery format—face-to-face v. electronic—and identify the strengths of each modality.
Objective 10	Understand uses of social media and related Internet writing contexts.
Objective 11	Adjust composition, prose, and rhetorical language use for optimal conciseness and clarity.
Objective 12	Demonstrate an understanding of social etiquette applicable in a business environment.
Objective 13	Discern and appreciate the differences between primary sources and secondary sources.
Objective 14	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.

### Student Learning Outcomes

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

Outcome 1	Apply communications theory in solving business and professional problems.
Outcome 2	Develop ideas into a cohesive, audience – centered, written communication that applies standard rules of grammar, punctuation, spelling and transitions.
Outcome 3	Create an audience – centered oral business communication.

### Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Technology-based instruction	Microcomputer software demonstrations relative to composition of business documents.
Demonstration, Repetition/Practice	Repetitive evaluation of written and revised documents.
Collaborative/Team	Work in teams to evaluate the effectiveness of a variety of written and oral business communications.
Technology-based instruction	Presentation software for development of oral presentations.
Lecture	Instructor led discussion and analysis of course topics in context.
Other (Specify)	Guest speakers or industry related case studies.
Discussion	Discussion and problem solving in class.

### Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Group activity participation/observation	Students work weekly in teams to evaluate communication effectiveness of student oral presentations across a variety of cultures.	In Class Only
Self-paced testing	Students prepare oral presentations and written assignments out-of-class for each of 16 chapter topics.	Out of Class Only
Tests/Quizzes/Examinations	Quizzes at the end of each topic.	In and Out of Class
Written homework	Instructor provides detailed written feedback on weekly business letters, memos, emails, reports and oral presentations created out-of-class.	Out of Class Only
Mid-term and final evaluations	Written comprehensive final exam.	In Class Only
Student participation/contribution	Students participate in In-class discussions of communication methods and effectiveness.	In Class Only
College level or pre-collegiate essays	Students complete a variety of analytical written communications appropriate to critical evaluate and resolution of business problems.	Out of Class Only

Computational/problem-solving evaluations	Students evaluate business problems and use critical thinking skills and concepts learned in the course to determine appropriate written and oral communication methods for resolution.	In and Out of Class
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## Assignments

### Other In-class Assignments

1. Studying and observing language and communication styles used in business situations
2. Planning and organizing an analytical report
3. Working in teams to critique student presentations
4. Evaluating the effectiveness of different communication styles used in business situations

### Other Out-of-class Assignments

Reading assignments are required and may include:

1. Course textbook weekly readings.
2. Supplemental readings about business communications from handouts provided in class and internet research topics.
3. Internet articles that discuss intercultural international or global communications
4. Nettiquette articles that provide information on the proper use of electronic business communications
5. Articles from magazines or journals related to communications in the marketplace

Weekly writing assignments are required and will include at least one of each of the following types of business messages:

1. Routine message, such as a direct request or informational message
2. Negative message
3. Persuasive message
4. Employment-related message
5. Analytical report which analyzes a business problem or question; explores alternate solutions; provides conclusion and recommendations; and includes properly selected and inserted visuals
6. Business related oral presentation delivered with accompanying presentation software and/or audio-visual multimedia

## Grade Methods

Letter Grade Only

## Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

100

What will you be doing in the face-to-face sections of your course that necessitates a hybrid delivery vs a fully online delivery?

Course can be offered as fully online, hybrid or face to face.

## Instructional Materials and Resources

If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?

Only the college LMS will be used.

## Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

- Chat room/instant messaging
- Discussion forums with substantive instructor participation
- Online quizzes and examinations
- Timely feedback and return of student work as specified in the syllabus
- Weekly announcements

**External to Course Management System:**

Direct e-mail  
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)  
Telephone contact/voicemail

**For hybrid courses:**

Orientation, study, and/or review sessions

**Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.**

Instructor will return detailed evaluations of written assignment in a timely manner.  
Discussion boards will be used to maintain effective student to student contact.  
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**Other Information****Comparable Transfer Course Information****University System**

CSU

**Campus**

CSU Northridge

**Course Number**

ENGL 205

**Course Title**

Business Communication in it's Rhetorical Contexts

**Catalog Year**

2020-2021

**Rationale**

C-ID BUS 115

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**University System**

CSU

**Campus**

CSU Fullerton

**Course Number**

BUAD 201

**Course Title**

Business Writing

**Catalog Year**

2020-2021

**Rationale**

BUS 115 C-ID Comparable course

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**University System**

UC

**Campus**

UC Santa Barbara

**Course Number**

WRIT 107B

**Course Title**

Business and Administrative Writing

**Catalog Year**

2020-2021

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**MIS Course Data****CIP Code**

52.0201 - Business Administration and Management, General.

**TOP Code**

050100 - Business and Commerce, General

**SAM Code**

D - Possibly Occupational

**Basic Skills Status**

Not Basic Skills

**Prior College Level**

Not applicable

**Cooperative Work Experience**

Not a Coop Course

**Course Classification Status**

Credit Course

**Approved Special Class**

Not special class

**Noncredit Category**

Not Applicable, Credit Course

**Funding Agency Category**

Not Applicable

**Program Status**

Stand-alone

**Transfer Status**

Transferable to CSU only

**General Education Status**

Y = Not applicable

**Support Course Status**

N = Course is not a support course

**C-ID**

BUS 115

**Allow Audit**

No

**Repeatability**

No

**Materials Fee**

No

**Additional Fees?**

No

**Approvals****Curriculum Committee Approval Date**

4/06/2021

**Academic Senate Approval Date**

4/22/2021

**Board of Trustees Approval Date**

05/21/2021

**Chancellor's Office Approval Date**

06/23/2021

**Course Control Number**

CCC000625641

**Programs referencing this course**Liberal Arts: Business and Technology AA Degree (<http://catalog.collegeofthedesert.eduundefined/?key=27>)