

Las Positas College  
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**Course Outline for BUSN 43  
PROFESSIONAL COMMUNICATIONS**

**Effective: Spring 2016**

**I. CATALOG DESCRIPTION:**

BUSN 43 — PROFESSIONAL COMMUNICATIONS — 3.00 units

This course applies the principles of ethical and effective communication to the creation of letters, memos, emails, and written and oral reports for a variety of business situations. The course emphasizes critical thinking, 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 presentations. Additional focus will be placed on developing interpersonal skills, team participation skills, and technical report writing skills. Students who have completed or are enrolled in Computer Information Systems 43, Computer Networking Technology 43, or Computer Science 43 may not receive credit.

3.00 Units Lecture

**Prerequisite**

ENG 1A - Critical Reading and Composition  
with a minimum grade of C

**Grading Methods:**

Letter or P/NP

**Discipline:**

	<b>MIN</b>
<b>Lecture Hours:</b>	54.00
<b>Total Hours:</b>	54.00

**II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1**

**III. PREREQUISITE AND/OR ADVISORY SKILLS:**

**Before entering the course a student should be able to:**

A. ENG1A

**IV. MEASURABLE OBJECTIVES:**

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

- A. Explain the elements of the communication process;
- B. Analyze how word selection and usage affects communications;
- C. Solve business communications 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. Construct communications in an internationalization and globalization context;
- H. Identify basic logical fallacy in an oral or written context;
  - I. Select a proper delivery format, face-to-face, electronic (e.g., email, virtual meeting) and identify strengths of each modality;
- J. Examine uses of social media and related Internet writing contexts;
- K. Adjust composition, prose, and rhetorical language use for optimal conciseness and clarity;
- L. Practice social etiquette and "net-etiquette" applicable in a business environment;
- M. Be able to discern and appreciate the difference between primary and secondary sources; and
- N. Describe 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.

**V. CONTENT:**

- A. Theory of written and oral communications
  - 1. Word choice
  - 2. Tone Style
  - 3. Audience
  - 4. Cultural considerations
  - 5. Attitude

- 6. Psychology
- 7. Nonverbal communication
- B. Planning and organizing the writing of business messages
  - 1. Three-step process for planning and composing effective business messages
  - 2. Vocabulary level of business messages
  - 3. Ethical content
  - 4. Legality of business messages
  - 5. Inductive and deductive processes
  - 6. Supporting your logic and decision in writing
- C. Communication Technologies and Techniques
  - 1. Trends and issues
    - a. Business use of social media
    - b. Web meetings/virtual meeting
    - c. Security/privacy
    - d. Business etiquette/net-etiquette
  - 2. Internet and the World Wide Web
  - 3. Using technology to communicate effectively
    - a. Word processing
    - b. Presentation graphics
- D. Business documents, including letters and memos
  - 1. Informative and positive messages
  - 2. Negative messages
  - 3. Persuasive message
  - 4. Sales and fund-raising letters
  - 5. Recommendation letters
  - 6. News releases
  - 7. Job application-resume, interviews, follow-up letters, job offer
- E. Business reports
  - 1. Everyday business reports (proposals, progress, annual)
  - 2. Report sections, e.g., table of contents, executive summaries, visuals, recommendations, conclusions
  - 3. Plan, define purpose/need, report organization and production
  - 4. Standard business formats for reports and selections of appropriate software e.g., word processing, desktop publishing, web content
- F. Business meetings
  - 1. Agenda
  - 2. Robert's Rules of Order
  - 3. Meeting minutes/notes
- G. Business Presentations
  - 1. Planning/organizing
  - 2. Audience
  - 3. Software options
- H. Business teams
  - 1. Communication
  - 2. Leadership
  - 3. Group dynamics
    - a. Decision-making
    - b. Reaching consensus
- I. Business research
  - 1. MLA and APA Style
  - 2. Primary/secondary sources
  - 3. Traditional and electronic references

#### VI. METHODS OF INSTRUCTION:

- A. **Lecture** -
- B. Collaborative group work
- C. **Discussion** -
- D. **Demonstration** -

#### VII. TYPICAL ASSIGNMENTS:

- A. Write and send an e-mail message to employees informing them of an upcoming retreat.
- B. Write a memo to employees announcing a reduction in benefits.
- C. Write a persuasive sales letter selling your services to a potential client.
- D. Deliver an effective persuasive oral presentation.
- E. Deliver an informative presentation as part of a small group.
- F. Take part in an online virtual meeting.
- G. Prepare a traditional résumé.

#### VIII. EVALUATION:

##### A. **Methods**

- 1. Exams/Tests
- 2. Quizzes
- 3. Research Projects
- 4. Papers
- 5. Oral Presentation
- 6. Group Projects
- 7. Class Participation
- 8. Home Work
- 9. Lab Activities

##### B. **Frequency**

- 1. Recommend at least 1 written homework assignment each week.
- 2. Three or more quizzes plus final examination.
- 3. Two or more research or group projects including development of business reports, letters, memos, and presentations.
- 4. Two or more oral presentations

#### IX. TYPICAL TEXTS:

- 1. Guffey, Mary Ellen *Essentials of Business Communication*. 10th ed., Cengage Learning, 2016.
- 2. *Successful Writing at Work: Concise Edition*. 4th ed., Cengage Learning, 2015.

3. *Excellence in Business Communication*. 11th ed., Pearson, 2015.
4. *M: Business Communication*. 3rd ed., McGraw Hill Education, 2015.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Access to word processing
- B. Presentation software
- C. Access to the Internet