

Las Positas College
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Course Outline for BUSN 52
BUSINESS COMMUNICATIONS
Effective: Fall 2018

I. CATALOG DESCRIPTION:

BUSN 52 — BUSINESS COMMUNICATIONS — 3.00 units

Study of communication functions, choices and roles for professionals that help remove barriers. Practice in using verbal, nonverbal and writing skills to communicate one-on-one, in groups and electronically. Cross-cultural communications, face-to-face and online meetings management, delegating work assignments, planning, problem solving, conferences, employee counseling and making presentations.

3.00 Units Lecture

Strongly Recommended

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

Grading Methods:

Letter or P/NP

Discipline:

- Management or
- Business or
- Marketing

	MIN
Lecture Hours:	54.00
Total Hours:	54.00

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

III. PREREQUISITE AND/OR ADVISORY SKILLS:

Before entering this course, it is strongly recommended that the student should be able to:

A. ENG1A

1. Critically read texts and materials from a variety of academic and cultural contexts, demonstrating in writing and discussion the ability to:
 - a. Accurately and appropriately respond to a given assignment;

IV. MEASURABLE OBJECTIVES:

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

- A. Analyze two-way communication and diagnose the barriers that prevent the transfer of meaning, action and cooperation;
- B. Use empathy and perception checking in everyday speaking and listening to improve listening skills;
- C. Explain the essentials of interpersonal communication;
- D. Describe the basic factors, benefits and obstacles of nonverbal communication;
- E. Identify techniques that lead to more productive relationships with customers and co-workers;
- F. Demonstrate increased success in communication ideas through the group dynamics of the class;
- G. Describe the importance of maintaining open channels of upward, downward, lateral and outward communication in organization networks;
- H. Explain the benefits and weaknesses of informal communication networks within organizations;
 - I. Describe obstacles to ethical communication and various cultural differences;
 - J. Identify the different types of interviews and the type of preparation needed for each form;
- K. Develop agendas for meetings of various size and identify materials required for agenda completion;
- L. Identify strategies for leading positive interactions and conflict resolution during meetings;
- M. Give an organized 3 – 5 minute presentation to the class.

V. CONTENT:

- A. The communication model
- B. Management theories and communication
 1. classical management
 2. human relations era
 3. current thinking
- C. Effective listening strategies and techniques

- D. Interpersonal communication
- E. Non-verbal communication
- F. Group dynamics
- G. Organizational communication
- H. Communication network barriers and obstacles
- I. Communication among diverse cultures
- J. Ethics in communication
 - 1. persuasion
 - 2. motivation
 - 3. manipulation
- K. Interviewing
- L. Organization and Management of meetings
- M. Oral presentations
 - 1. informative
 - 2. persuasive

VI. METHODS OF INSTRUCTION:

- A. Audio-visual materials including but not limited to DVDs/videos and Internet webcasts with handouts for note taking, and small group discussion.
- B. Efforts which allow for differences in learning styles, for example, collaboration, oral and written tasks, problem solving tasks and repetition.
- C. Tasks that enable students to develop a variety of learning strategies: repetition, categorization, restatement, comparison and contrast, memorization, identification of repetition, critical thinking and collaboration.
- D. Critical thinking exercises to integrate students' overall ability to understand the material.
- E. Problem solving tasks and activities in which students are expected to use theory and generally accepted standards to make decisions and report their conclusions;
- F. **Guest Lecturers** - as appropriate.
- G. Lecture utilizing PowerPoint, overhead transparencies, computer media, handouts, whiteboard and/or blackboard.
- H. In class current topic discussions and assignments handled individually, with class partners, in teams and/or as the whole class.
- I. Readings in text and handouts or study guide applications.
- J. Written exercises and case studies to evaluate concepts and facts.
- K. Small group and individual problem solving tasks and activities where students are expected to reach consensus or make decisions and report their findings.
- L. Informal lectures and classroom discussion based on student questions related to the material.

VII. TYPICAL ASSIGNMENTS:

- A. Three oral presentations (one recorded)
- B. Preparation of meeting preparation time line and agenda
- C. Tests plus final examination
- D. Class participation/discussion; for example, discussion on delegation and extenuating issues
- E. Chapter Assignment
- F. Vocabulary and definition matching
- G. Brief case analysis on chapter content
- H. Research paper
 - 1. Select topic
 - 2. Use literature, periodicals, interviews, and Internet resources
 - 3. Prepare at least a 15-page paper
- I. Watch the Video on Listening; review the companion handout
 - 1. Analyze your listening habits
 - 2. Write a 2-4 page paper about listening, strategies to improve listening and feedback to enhance listening

VIII. EVALUATION:

A. **Methods**

- 1. Exams/Tests
- 2. Quizzes
- 3. Oral Presentation
- 4. Group Projects
- 5. Class Participation

B. **Frequency**

- 1. Instructors will determine how and when to evaluate students through the use of a variety of written assignments, quizzes and tests.
 - a. A final exam will be given.
 - b. Class participation may be evaluated at each meeting.
 - c. Three oral presentations (one recorded)
- 2. Frequent feedback is expected to insure students are building on the foundation concepts and to identify if there needs to be a change in the type of assignments or the presentation of material.
 - a. Quizzes and module tests will be given as needed.
 - b. Individual and group projects will be assigned throughout the semester to demonstrate mastery of the material.
 - c. Homework and in class work will be assigned regularly to assist in skill development and mastery.

IX. TYPICAL TEXTS:

- 1. Guffey, Mary. *Essentials of Business Communication*. 11th ed., Cengage, 2019.
- 2. Cardon, Peter. *Business Communication: Developing Leaders for a Networked World*. 3rd ed., McGraw-Hill Education, 2018.
- 3. Hamilton, Cheryl. *Communicating for Results: A Guide for Business and the Professions*. 11th ed., Cengage, 2018.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Computer, Printer and Internet access
- B. Access to recent editions of journals, newspapers and periodicals