

**Course Outline for BUSN 43  
PROFESSIONAL COMMUNICATIONS**

**Effective: Fall 2010**

**I. CATALOG DESCRIPTION:**

**BUSN 43 — PROFESSIONAL COMMUNICATIONS — 4.00 units**

This course is designed to help students develop and refine the written and oral communication skills necessary to communicate effectively in a business environment. This will be accomplished through the planning, composing, and evaluating of written communication; report writing; and oral presentations. Additional focus will be placed on developing interpersonal skills, team participation skills, and professionalism. Students who have completed or are enrolled in Computer Information Systems 43, Computer Networking Technology 43, Computer Science 43, English 43, or Speech 43 may not receive credit.

4.00 Units Lecture

**Strongly Recommended**

ENG 1A - Critical Reading and Composition

**Grading Methods:**

**Discipline:**

	<u>MIN</u>
<b>Lecture Hours:</b>	72.00
<b>Total Hours:</b>	72.00

**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

**IV. MEASURABLE OBJECTIVES:**

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

**A. Technical Competencies**

1. E-Mail
2. Use the main functions of an e-mail system, including composing and sending messages, opening and replying to messages, attaching files, opening attachments, printing messages, saving messages, using the address book, and inserting hyperlinks.
3. Know how to access e-mail from a network and from remote locations.
4. Mailing Lists/Newsgroups
5. Join mailing lists and newsgroups.
6. Post messages to mailing lists and to newsgroups.
7. Follow "threads" in mailing lists and newsgroups.
8. Understand "netiquette" rules of participating in mailing lists and newsgroups.
9. Virtual Meetings
10. Plan and set-up a virtual meeting
11. Take part in an online virtual meeting.
12. Word Processing
13. Create a variety of business documents, including memos, letters, proposals, reports, minutes, and employment documents.
14. Create basic data charts for inclusion in business documents
15. Presentation Software
16. Use PowerPoint, or similar presentation software, to create an effective business presentation.
17. Make a presentation using PowerPoint (or similar software).

**B. Non-Technical Competencies**

1. General Business Communications
2. Explain the purpose and different uses of communication in business and industry.
3. Identify the appropriate communication channel for a specific purpose and situation.
4. Communicate effectively using a wide range of communication channels.
5. Use clear, focused, specific, and grammatically correct language.
6. Act in a courteous and professional manner when communicating with others using a degree of formality appropriate to the situation.

7. Communicate effectively with audiences of various degrees of expertise in a wide range of technical and business contexts.
8. Act responsively to audience, and adjust communication format and content accordingly.
9. Written Communication
10. Practice clear, compelling, analytical, and concise writing.
11. Understand the concepts of purpose, audience, and organization.
12. Understand various styles of writing, including informative, persuasive, bad news, and goodwill.
13. Balance visual and verbal elements and text in written communication.
14. Oral Communications
15. Learn how to communicate effectively with a variety of audiences, including customers, colleagues, and management.
16. Understand the concepts of purpose, audience, and organization.
17. Prepare and deliver effective individual and group presentations using appropriate technology that accurately convey specific technical information and that are appropriate for various audiences.
18. Practice effective telephone and voice mail etiquette.
19. Understand various styles of presentations, including informative, persuasive, and entertainment.
20. Balance visual and verbal elements in presentations.
21. Interpersonal Skills
22. Complete a personality questionnaire to determine personality type (for example: Keirsey Temperament Sorter II [<http://www.advisorteam.com/user/ktsintro.asp>] or MAPP [<http://www.assessment.com>])
23. Practice basic conflict resolution skills.
24. Deal with difficult customers and colleagues.
25. Refine listening skills.
26. Understand cultural communication differences.
27. Team Participation Skills
28. Explain different team processes, roles, and group dynamics.
29. Understand theory of teams, including how teams are organized in the workplace and the functions they serve.
30. Understand different types of teams that exist within the workplace.
31. Respect and work collaboratively with people of different backgrounds, opinions, and communication styles.
32. Develop team leadership skills.
33. Recognize and leverage strengths in one's self and others to further the goals of the team.
34. Foster an environment that supports risk taking in freely disclosing ideas and opinions.
35. Identify and support productive ideas and processes that contribute to the goals of the team.
36. Function effectively in different roles within the team and show flexibility in accepting others' leadership.
37. Manage conflict in a productive manner and work collaboratively to set and accomplish team goals.
38. Prepare team-related document, including progress reports.
39. Meetings
40. Take part in effective meetings, both face-to-face and virtual.
41. Create meeting documents, including agendas and minutes.
42. Lead meetings and meeting discussions.
43. Understand construction and non-constructive roles that meeting participants can take on.
44. Explain basic parliamentary procedure.
45. Professionalism
46. Develop personal leadership skills.
47. Understand the ethics of communication.
48. Understand various communication styles and analyze your own communication style.
49. Practice negotiation skills.
50. Develop networking skills.
51. Practice giving and receiving feedback.
52. Develop skills necessary to communicate effectively with supervisors regarding progress on projects, feedback on projects, solving problems, and identifying problems.
53. Employment Skills
54. Create a variety of employment documents, including cover letters, résumés, and follow-up letters. Documents should be prepared in traditional format and for electronic submission.
55. Develop effective interview skills.
56. Learn how to use technology in the job search process.
57. Prepare for the job search process, including getting and preparing for interviews.
58. Understand how to effectively handle performance appraisals.

## V. CONTENT:

- A. Written Communication
  1. Memos, letters, proposals, reports
  2. Informative, persuasive, bad news, and goodwill writing styles
  3. Identification of purpose, audience, and organization
  4. E-mail
- B. Oral Communication
  1. Delivery of oral presentations using technology
  2. Identification of purpose, audience, and organization
  3. Telephone and voice mail
  4. PowerPoint or similar presentation software
  5. Communication with customers, colleagues, and management
- C. Interpersonal Skills
  1. Conflict resolution
  2. Listening
  3. Working with difficult people
  4. Cross-cultural skills
- D. Team Participation Skills
  1. Team participation
  2. Theory of teams
  3. Team building
  4. Team roles and leadership
- E. Meetings
  1. Meeting documents
  2. Holding and leading a meeting
  3. Common safety practices
  4. Roles of participants
  5. Parliamentary procedure
  6. Face-to-face and virtual meetings
- F. Professionalism
  1. Communication styles
  2. Ethics

- 3. Negotiation skills
- 4. Networking
- G. Employment Skills
  - 1. Employment documents
  - 2. Job search techniques
  - 3. Interviewing

#### VI. METHODS OF INSTRUCTION:

- A. **Lecture** - discuss assigned reading and feedback regarding writing assignments.
- B. Small Group Assignments - topics assigned to analyze, identify issues and solutions and present to the class
- C. **Demonstration** - in class work and discussion used as basis for demonstration.

#### VII. TYPICAL ASSIGNMENTS:

A. Write and send an e-mail message to employees informing them of an upcoming event, retreat, change in policy, request for information or other appropriate business-related announcement. B. Write a memo to employees announcing a reduction in benefits, a customer declining their request. C. Research a country, its people, its traditions, its business practices and social customs. D. Write a persuasive sales letter selling your services to a potential client. E. Deliver an effective persuasive oral presentation. F. Deliver an informative presentation as part of a small group. G. Take part in an online virtual meeting. H. Prepare a traditional résumé.

#### VIII. EVALUATION:

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

- 1. Exams/Tests
- 2. Quizzes
- 3. Oral Presentation
- 4. Home Work
- 5. Other:
  - a. Method
    - 1. Written Homework
    - 2. Exams and/or Quizzes
    - 3. Presentations
    - 4. Final Examination

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

- 1. Frequency of Evaluation
  - a. Recommend at least 1 written homework assignment each week.
  - b. Recommend 3 or 4 exams plus final examination.
  - c. Homework for each section covered.

#### IX. TYPICAL TEXTS:

- 1. Guffey, Mary Ellen *Essentials of Business Communication*. 8th ed., South-Western College Publishing, 2010.
- 2. Lesikar, Raymond V., Marie Flatley and Kathryn Rentz *Business Communications*. 11th ed., McGraw-Hill Publishing, 2008.
- 3. Bovee and Thill *Business Communication Today*. 10th ed., Prentice Hall, 2010.

#### X. OTHER MATERIALS REQUIRED OF STUDENTS:

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