

Las Positas College
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Course Outline for BUSN 52
BUSINESS COMMUNICATIONS
Effective: Fall 2009

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 oral presentations.

3.00 Units Lecture

Strongly Recommended

ENG 1A - Critical Reading and Composition

Grading Methods:

Discipline:

	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

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 orally communicating 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 oral presentation to the class.

V. CONTENT:

- A. The two-way 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
 - 1. kinesics
 - 2. proxemics
 - 3. paralanguage
- 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
 - 1. counseling
 - 2. data gathering
 - 3. exit interviews
- L. Organization and Management of meetings
- M. Oral presentations
 - 1. informative
 - 2. persuasive

VI. METHODS OF INSTRUCTION:

- A. Efforts which allow for differences in learning styles, for example, collaboration, oral and written tasks, problem solving tasks and repetition.
- B. 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.
- C. Critical thinking exercises to integrate students' overall ability to understand the material.
- D. Problem solving tasks and activities in which students are expected to use theory and generally accepted standards to make decisions and report their conclusions;
- E. Informal lectures and classroom discussion based on student questions related to the material.
- F. **Guest Lecturers** - as appropriate.
- G. Audio-visual materials including but not limited to DVD/video tapes and Internet web casts with handouts for note taking, and small group discussion.
- 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. Lecture utilizing PowerPoint, overhead transparencies, computer media, handouts, whiteboard and/or blackboard.

VII. TYPICAL ASSIGNMENTS:

- A. Three oral presentations (one video taped)
- 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
 - 6. Other:
- B. **Frequency**

IX. TYPICAL TEXTS:

- 1. Barrett, Deborah J *Leadership Communication*. 2nd ed., McGraw-Hill Irwin, 2009.
- 2. Adler, Ronald B *Communicating At Work, Principles and Practices for Business and the Profession*. 8th ed., McGraw-Hill, 2006.
- 3. O'Hair, Dan, Gustav W. Friedrich *Strategic Communication in Business and the Professions*. 6th ed., Allyn & Bacon, 2007.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

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