Course Name: Business Communication

Course Number: BBG* 210

Credits:

Catalog description: A study of the basic concepts and applications of the communication process, especially as they relate to business situations and behavior. Emphasis is on strengthening abilities in listening, thinking, speaking, writing, and communication non-verbally.

Prerequisite, Corequisite, or Parallel: ENG*102 and SOPHMORE STANDING

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

None

Discipline-Specific Attribute Code(s):

☒ **BUS**   **Business elective**

Course objectives:

General Education Goals and Outcomes:

None

Course Specific Objectives:
1. Draw from the fundamental knowledge of the concepts and principles of business communications as it relates to the "real world"
2. Explain the link between career success and effective oral and written communication
3. Explain the ideas as the sender intended it
4. Apply and enrich the student's vocabularies, master frequently misspelled words, and develop language competency
5. Identify important concepts presented in the critical thinking case studies

6. Explain the benefit of a team-approach to discussion questions or a critical thinking case study

7. Present a persuasive presentation that will change the audience's opinion positively or negatively
   a. Determine audience composition: Social, cultural, intellectual focus
   b. Assess audience possible reaction: anticipate reducing resistance to audience psychological, mood, bias and prejudices using techniques to overcome resistance.
   c. Determine audience needs, wants and desires and locate information necessary to satisfy them. Essential to Connect to audience. Proof statements, data, stories, etc.
   d. Read body language and adjust presentation using techniques to connect to audience.
   e. Students will participate in the rubric evaluation process giving feedback in following effectiveness in following techniques of effective presentation;
   f. Prepare three point speech; Introduction, body and close from research and audience assessment.
   g. Quote information and sources from research to effectively communicate message.
   h. Use Speech making techniques of Attention, Interest, Desire, and Action for persuasive speech.
   i. Use communication techniques to: Get audience attention, Build credibility,
   j. Connect ideas, hold audience attention using appropriate transitions, leading to closing. Restate position and end with clarity and confidence.
   k. Use body language, eye contact, tone, inflection, and movement within audience to connect more effectively with planned presentation.
   l. Use techniques of speech making. Tell audience what you are going to say. Tell why and which manner. Repeat what you have told the audience.
   m. Individuals and groups are to rehearse speeches before delivery. Classroom is made available off hours

8. Creating a team-approach (group) presentation that will teach both group and team-work activities in a positive and professional manner
   a. Determine audience composition: Social, cultural, intellectual focus.
   b. Assess audience possible reaction: anticipate reducing resistance to audience psychological, mood, bias and prejudices using technics to overcome resistance.
   c. Determine audience needs, wants and desires and locate information necessary to satisfy them. Essential to Connect to audience. Proof statements, data, stories, etc.
   d. Read body language and adjust presentation using technics to connect to audience.

e. Students will participate in the rubric evaluation process giving feedback in following effectiveness in following techniques of effective presentation;
f. Prepare three point speech; Introduction, body and close from research and audience assessment.
g. Quote information and sources from research to effectively communicate message ideas,
h. Hold audience attention using appropriate transitions, leading to closing.
i. Restate position and end with clarity and confidence I. Use body language, eye contact, tone, inflection, and movement within audience to connect more effectively with planned presentation.
J. Use techniques of speech making. Tell audience what you are going to say Tell why and which manner. Repeat what you have told the audience.
K. Individuals and groups are to rehearse speeches before delivery. Classroom is made available off hours
l. Prepare systematic delivery of group presentation from research using visual aids in the design of presentation.
m. Use Speech making techniques Visual aids and systematic structure for informational presentational.
n. Use communication techniques to: Get audience attention, Build credibility, Connect ideas, hold audience attention using appropriate transitions, leading to closing. Restate position and end with clarity and confidence
o. Use body language, eye contact, tone, inflection, and movement within audience to connect more effectively with planned presentation.
p. Use techniques of speech making. What you are going to say. Tell why and which manner. Repeat what you have told the audience.
q. Groups are to research topics, gather and coordinate topical information, share activities, present individual portions of collective presentation
r. Individuals and groups are to rehearse speeches before delivery. Classroom is made available off hours.

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9. Learn how to write a Resume and Cover Letter

Course Content:

I. Understanding the Foundations of Business Communication
1. Achieving Success through Effective Business Communication
2. Mastering Team Skills and Interpersonal Communication
3. Communicating in a World of Diversity

II. Applying the Three-Step Writing Process
4. Planning Business Messages

5. Writing Business Messages
6. Completing Business Messages
III. Crafting Brief Messages
7. Crafting Messages for Electronic and Social Media
8. Writing Routine and Positive Messages
9. Writing Negative Messages
10. Writing Persuasive Messages

IV. Preparing Reports and Oral Presentations
11. Planning Reports and Proposals
12. Writing Reports and Proposals
13. Completing Reports and Proposals
14. Designing and Delivering Oral and Online Presentations

V. Writing Employment Messages and Interviewing for Jobs
15. Building Careers and Writing Résumés
16. Applying and Interviewing for Employment

Date Course Created:

Date of Last Revision: 04/03/2017