

BUSAD106 : Written Business Communications

General Information

Author:	<ul style="list-style-type: none">Sophia Possidon
Attachments:	DE Addendum_BUSAD_106 COR_05_15_2023 CoDE_09_26_2023.pdf
Course Code (CB01) :	BUSAD106
Course Title (CB02) :	Written Business Communications
Department:	BUSAD
Proposal Start:	Spring 2025
TOP Code (CB03) :	(0501.00) Business and Commerce, General
CIP Code:	(52.0101) Business/Commerce, General.
SAM Code (CB09) :	Advanced Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000179592
Curriculum Committee Approval Date:	02/28/2024
Board of Trustees Approval Date:	04/16/2024
Last Cyclical Review Date:	02/28/2024
Course Description and Course Note:	BUSAD 106 prepares students for technical writing and creative and critical thinking skills used in business. Students create effective business letters, information summaries, proposals, and reports, including references, research sources, and appropriate styles and formats. Students also prepare original essays responding to a review of rhetorical works in business and economics, and we explore the impact of organizational procedures and technology on business communications.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none">Credit
Author:	<ul style="list-style-type: none">Sophia Possidon

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">Business
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Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

Course Support Course Status (CB26)

Course is not a support course

Transferability & Gen. Ed. Options

General Education Status (CB25)

Not Applicable

Transferability

Transferable to CSU only

Transferability Status

Approved

C-ID	Area	Status	Approval Date	Comparable Course
BUS	Business	Approved	08/30/2021	No Comparable Course defined.

Units and Hours

Summary

Minimum Credit Units (CB07)	3
Maximum Credit Units (CB06)	3
Total Course In-Class (Contact) Hours	72
Total Course Out-of-Class Hours	90
Total Student Learning Hours	162

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

Weekly Student Hours

	In Class	Out of Class
Lecture Hours	2.5	5

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	54

Laboratory Hours	1.5	0
Studio Hours	0	0

Course In-Class (Contact) Hours	
Lecture	45
Laboratory	27
Studio	0
Total	72
Course Out-of-Class Hours	
Lecture	90
Laboratory	0
Studio	0
Total	90

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

Prerequisite

ENGL101 - Introduction to College Reading and Composition

Objectives

- Find, evaluate, analyze, and interpret primary and secondary sources, incorporating them into written essays using appropriate documentation format.

OR

Prerequisite

ESL151 - Reading And Composition V

Objectives

- Employ basic library research techniques.
- Summarize readings.
- Revise writing to eliminate errors in syntax, and grammatical constructions.

Entry Standards

Entry Standards

Prepare a research paper using proper documentation and format.

Use terminology related to business documents.

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction Lecture

Methods of Instruction Laboratory

Methods of Instruction Discussion

Methods of Instruction Demonstrations

Out of Class Assignments

- Letters (e.g.: using various business formats for standard business purposes); memorandums (standard styles); and business reports of various types including those that require research (library and open web sources)
- Group assignments (e.g.: mock interviews, surveys)
- Business reports and analyses

Methods of Evaluation

Rationale

Exam/Quiz/Test

Pretest

Exam/Quiz/Test

Quizzes

Exam/Quiz/Test

Midterm examination

Exam/Quiz/Test

Final research report

Exam/Quiz/Test

Final examination.

Textbook Rationale

No Value

Textbooks

Author

Title

Publisher

Date

ISBN

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives**Course Objectives**

Solve problems and accomplish tasks through written communication.

Respond to correspondence originated by others and originate correspondence.

Choose appropriate language designed to enhance human relations and build goodwill.

Evaluate and critique composition according to standards of effective technical writing.

Paraphrase, summarize, and document information from research sources.

Devise opinions and recommendations as responses to work in business-related fields.

Select appropriately evaluated information from informative sources to support conclusions or recommendations for business reports and essays.

Proofread, edit, and revise composition.

SLOs**Formulate summaries, analyses, recommendations, and opinions in response to works in business related fields.**

Expected Outcome Performance: 70.0

ILOs
Core ILOs

Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.

Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.

Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.

<i>BUSAD</i> General Business - Certificate	Analyze, evaluate, and explain business problems using basic concepts and terminology of accounting and finance. Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> General Business - A.S. Degree Major	Analyze, evaluate, and explain business problems using basic concepts and terminology of accounting and finance. Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> Human Resources Assistant	Apply the principles and methods involved in the recruitment, selection and placement of employees with regard to affirmative action programs, training, experience and aptitudes.
<i>ACCTG</i> Accounting	Demonstrate ability to read and understand the contents of a corporation's annual report
<i>ACCTG</i> Accounting	Demonstrate ability to read and understand the contents of a corporation's annual report
<i>BUSAD</i> Management - A.S. Degree Major	Describe and apply the five functions of a manager: planning, organizing, staffing, leading and controlling. Plan, present, and evaluate various types and lengths of speeches and other oral presentations.
<i>BUSAD</i> Management - Certificate	Describe and apply the five functions of a manager: planning, organizing, staffing, leading and controlling. Plan, present, and evaluate various types and lengths of speeches and other oral presentations.
<i>BUSAD</i> Marketing - Certificate	Develop a basic marketing plan and implement a strategy.
<i>BUSAD</i> Marketing - A.S. Degree Major	Develop a basic marketing plan and implement a strategy.
<i>BUSAD</i> Insurance Professional	Discuss loss exposures, personal risk insurance, and types of personal insurance policies.
<i>ACCTG</i> Bookkeeping - A.S. Degree Major	Set-up and process a company's accounting information and Payroll System Through the use of computers.
<i>ACCTG</i> Bookkeeping - Certificate	Set-up and process a company's accounting information and Payroll System Through the use of computers.
<i>CABOT</i> Administrative Assistant - Certificate	The student will be able to use a variety of office procedures to perform such tasks as sorting mail, filing and processing documents; develop interpersonal skills to conduct and participate in job interviews, practice effective human relation skills in business, handle telephone conversations with ease, and develop skills to communicate more effectively with customers and other employees verbally.
<i>BUSAD</i> Entrepreneurship/Small Business	Understand and apply the business skills necessary to start or manage a successful small business.
<i>BUSAD</i> International Business - A.S. Degree Major	Understand and critically evaluate problems associated with marketing products in other countries.
<i>BUSAD</i> Financial Planning and Investment	Understand the terminology of finance and express themselves analytically using time value of money concepts, liquidity analysis, profitability analysis, and equity management concepts.
<i>CABOT</i> Administrative Assistant - A.S. Degree Major	Use a variety of office procedures to perform such tasks as sorting mail, filing and processing documents; develop interpersonal skills to conduct and participate in job interviews, practice effective human relation skills in business, handle telephone conversations with ease, and develop skills to communicate more effectively with customers and other employees verbally.
<i>BUSAD</i> Insurance Specialist: Property & Causality - A.S. Degree Major	describe elements of a contract, insurance contracts, and conditions commonly found in property and liability insurance policies discuss loss exposures, personal risk insurance, and types of personal insurance policies learn to describe and apply insurance concepts such as principles of indemnity, valued policy, and liability limits

<i>BUSAD</i> Insurance Specialist: Property and Causality - Certificate	describe elements of a contract, insurance contracts, and conditions commonly found in property and liability insurance policies
	discuss loss exposures, personal risk insurance, and types of personal insurance policies
	learn to describe and apply insurance concepts such as principles of indemnity, valued policy, and liability limits

Evaluate and select information from expository sources to support opinion, conclusions, or recommendations included in original essays and reports. Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.
<i>BUSAD</i> General Business - Certificate	Analyze, evaluate, and explain business problems using basic concepts and terminology of accounting and finance.
	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> General Business - A.S. Degree Major	Analyze, evaluate, and explain business problems using basic concepts and terminology of accounting and finance.
	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> Management - A.S. Degree Major	Describe and apply the five functions of a manager: planning, organizing, staffing, leading and controlling.
	Plan, present, and evaluate various types and lengths of speeches and other oral presentations.
<i>BUSAD</i> Management - Certificate	Describe and apply the five functions of a manager: planning, organizing, staffing, leading and controlling.
	Plan, present, and evaluate various types and lengths of speeches and other oral presentations.
<i>BUSAD</i> Insurance Professional	Discuss loss exposures, personal risk insurance, and types of personal insurance policies.
<i>CABOT</i> Administrative Assistant - Certificate	The student will be able to use a variety of office procedures to perform such tasks as sorting mail, filing and processing documents; develop interpersonal skills to conduct and participate in job interviews, practice effective human relation skills in business, handle telephone conversations with ease, and develop skills to communicate more effectively with customers and other employees verbally.
<i>BUSAD</i> Entrepreneurship/Small Business	Understand and apply the business skills necessary to start or manage a successful small business.
<i>BUSAD</i> Financial Planning and Investment	Understand the terminology of finance and express themselves analytically using time value of money concepts, liquidity analysis, profitability analysis, and equity management concepts.
<i>CABOT</i> Administrative Assistant - A.S. Degree Major	Use a variety of office procedures to perform such tasks as sorting mail, filing and processing documents; develop interpersonal skills to conduct and participate in job interviews, practice effective human relation skills in business, handle telephone conversations with ease, and develop skills to communicate more effectively with customers and other employees verbally.

Use technology to perform communication tasks. Expected Outcome Performance: 70.0

<i>ACCTG</i> Accounting	Compose entry-level correspondence and respond to correspondence initiated by others.
<i>ACCTG</i> Accounting	Compose entry-level correspondence and respond to correspondence initiated by others.
<i>ILOs</i> Core ILOs	Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.
<i>BUSAD</i> Insurance Professional	Discuss loss exposures, personal risk insurance, and types of personal insurance policies.
<i>ACCTG</i> Bookkeeping - Certificate	Identify the standard elements on the Windows 7 desktop and demonstrate basic mouse operations; to understand basic computer terminologies, and become familiar with global information systems to be able to sign on to an account and use common utilities, including e-mail, Gopher, and Web browsers, and searching a variety of databases for information.

ACCTG Bookkeeping - A.S. Degree Major	Identify the standard elements on the Windows 7 desktop and demonstrate basic mouse operations; to understand basic computer terminologies, and become familiar with global information systems to be able to sign on to an account and use common utilities, including e-mail, Gopher, and Web browsers, and searching a variety of databases for information.
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BUSAD Marketing - Certificate	Recognize and develop an appreciation for customer need.
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BUSAD Marketing - A.S. Degree Major	Recognize and develop an appreciation for customer need.
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CABOT Administrative Assistant - Certificate	The student will be able to use a variety of office procedures to perform such tasks as sorting mail, filing and processing documents; develop interpersonal skills to conduct and participate in job interviews, practice effective human relation skills in business, handle telephone conversations with ease, and develop skills to communicate more effectively with customers and other employees verbally.
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CABOT Administrative Assistant - A.S. Degree Major	Use a variety of office procedures to perform such tasks as sorting mail, filing and processing documents; develop interpersonal skills to conduct and participate in job interviews, practice effective human relation skills in business, handle telephone conversations with ease, and develop skills to communicate more effectively with customers and other employees verbally.
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Additional SLO Information

Does this proposal include revisions that might improve student attainment of course learning outcomes?

No

Is this proposal submitted in response to learning outcomes assessment data?

No

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

Review of Sentences and Paragraphs (6 hours)

- Grammar and punctuation
- Internal structure
- Patterns
- Common composition errors

The Communication Process (7 hours)

- Basic principles of communication
- Obstacles to effective communication
- The impact of automated technology on communication

Types and Formats of Business Messages (7 hours)

- Letters
- Memos
- E-mail messages
- Reports

Organizing, Composing, and Revising Business Messages (6 hours)

- Routine business messages
- Negative messages
- Persuasive/Sales messages
- Goodwill and special messages

Classifying Business Reports (4 hours)

- Formal and informal
- Informational and analytical
- Letter, memo, and report formats

Preparing Reports and Proposals for Business (15 hours)

- Defining the report topic or problem
- Researching a business topic using the World Wide Web and electronic databases
- Evaluating sources of business data
- Organizing and documenting report data
- Using graphic aids to present data
- Developing conclusions and recommendations
- Composing and revising the report

Total hours: 45**Laboratory/Studio Content****Organizing, Composing, and Revising Business Messages (10 hours)**

- Routine business messages
- Negative messages
- Persuasive/Sales messages
- Goodwill and special messages

Preparing Reports and Proposals for Business (17 hours)

- Defining the report topic or problem
- Researching a business topic using the World Wide Web and electronic databases
- Evaluating sources of business data
- Organizing and documenting report data
- Using graphic aids to present data
- Developing conclusions and recommendations
- Composing and revising the report

Total hours: 27**Additional Information**

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

No Value

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources

Did you contact your departmental library liaison?

Yes

If yes, who is your departmental library liason?

Aisha Conner-Gaten (Business, ESL-Credit)

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

No Value

If additional resources are needed, add a brief description and cost in the box provided.

No Value