BUS 152: BUSINESS COMMUNICATIONS

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2021
Credits:	3
Total Contact Hours:	54
Lecture Hours :	54
Lab Hours:	0
Hours Arranged:	0
Outside of Class Hours:	108
Prerequisite:	ENGL 101 or ENGL 101E or ENGL 101H.
Transferable to CSU:	Yes
Transferable to UC:	No
Grading Method:	Standard Letter, Pass/No Pass

Catalog Course Description

A study of principles and strategies for developing effective written and oral communication skills for use in the workplace and in business. Several types of written and oral forms of business communication are highlighted. Recommended for business majors. 54 lecture hours.

Course Objectives

- demonstrate effective communication skills in business situations
- define elements of communications necessary to resolve various business situations and produce written communications to accomplish the desired results
- anticipate areas of misunderstanding in representing a given situation and apply effective communication techniques to avoid possible misunderstandings

Major Course Content

1. Laying Communications Foundations
   a. Building your career success with communication skills
2. The Writing Process
   a. Creating business messages
   b. Improving writing techniques
   c. Revising and proofreading business messages
3. Corresponding at Work
   a. E-mail and memorandums
   b. Direct letters and goodwill messages
   c. Persuasive messages
   d. Negative messages
4. Reporting Workplace Data
   a. Informal reports
   b. Proposals and formal reports
5. Developing Speaking and Technology Skills
   a. Communicating in person, in meetings, by telephone, and digitally
   b. Making effective and professional oral presentations
6. Communicating for Employment
   a. The job search, resumes, and cover letters
   b. Employment interviewing and follow-up messages

Suggested Reading Other Than Required Textbook

The assigned textbook reading and various written handouts given out during the course of the semester.

Examples of Required Writing Assignments

Writing projects or papers that are assigned by the instructor, required of all students, and designed to develop skills in writing positive, negative, and/or persuasive messages may include a variety of short business letters, memoranda, e-mail messages, reports, proposals, resumes, cover letters, and/or other Internet research summaries for business purposes. These projects may be based on actual case studies, hypothetical case problems, or other activities or exercises relating to identifying and proposing solutions to common problems that often arise in the contemporary workplace. The communication strategies that will be explored may include the effectiveness of presenting information directly or indirectly in a given context to maximize the likelihood of getting a positive result, the use of appropriate tones and/or particular kinds of language for particular kinds of workplace communications, and the community of people to whom certain communications should be sent. Specific examples of these types of projects might include job search cover letters, resumes, and reference lists; e-mails, memos, and letters to supervisors, coworkers, clients and customers; complaint letters; claim letters; sales letters; progress reports; informational reports; investigative reports; reference letters; and other kinds of communications that might be sent out or received in the workplace context.

Examples of Outside Assignments

Reading assignments from the textbook and other references Writing or case problem solving skill attainment that includes a semester project, or research projects to heighten awareness Critical thinking: integrating learning skills, synthesizing variables taken from lectures and readings, deciding the priority of emphasis, applying knowledge of learned principles demonstrating ability to exercise judgment, explaining procedures, and making appropriate conclusions based on class assignments and projects.

Instruction Type(s)

Lecture, Online Education Lecture