

BA 211 Business Communications

GENERAL INFORMATION:

Course title: BA 211 Business Communications		
Campus: National	Initiator: Marlene Mangonon and George Mangonon	Date: June 1, 2021
Course description This course focuses on developing the writing and speaking skills of the student in different platforms and processes appropriate for business settings. Various business communication formats are emphasized including voice, electronic, and written messages, reporting and business presentations, intercultural communication processes, verbal and non-verbal communication, and communication for employment purposes. The student will write and present a simple business proposal for this course.		

COURSE HOURS/CREDITS:

	Hours per Week	No. of Weeks	Total Hours	Semester Credits
Lecture	3	x 16	x 48	= 3
Laboratory		x	x	=
Lecture/Lab		x	x	=
Workshop		x	x	=
		Total Semester	Credits	= 3

PURPOSE OF COURSE:

☒ Degree requirement

☐ Degree elective

☐ Certificate

☐ Other

PREREQUISITES:

BA110 Contemporary Business

CA100 Computer Literacy

PSLOS OF OTHER PROGRAMS THIS COURSE MEETS:

PSLO#	Program
None	General Education

CAC Chair signatures:_____ Date recommended:_____

VPIA signature:_____ Date approved:_____

1) INSTITUTIONAL STUDENT LEARNING OUTCOMES

[X]	1. Effective oral communication: capacity to deliver prepared, purposeful presentations designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors.
[X]	2. Effective written communication: development and expression of ideas in writing through work in many genres and styles, utilizing different writing technologies, and mixing texts, data, and images through iterative experiences across the curriculum.
[]	3. Critical thinking: a habit of mind characterized by the comprehensive exploration of issues, ideas, artifacts, and events before accepting or formulating an opinion or conclusion.
[X]	4. Problem solving: capacity to design, evaluate, and implement a strategy to answer an open-ended question or achieve a desired goal.
[X]	5. Intercultural knowledge and competence: a set of cognitive, affective, and behavioral skills and characteristics that support effective and appropriate interaction in a variety of cultural contexts.
[X]	6. Information literacy: the ability to know when there is a need for information, to be able to identify, locate, evaluate, and effectively and responsibly use and share that information for the problem at hand.
[X]	7. Foundations and skills for life-long learning: purposeful learning activity, undertaken on an ongoing basis with the aim of improving knowledge, skills, and competence.
[]	8. Quantitative Reasoning: ability to reason and solve quantitative problems from a wide array of authentic contexts and everyday life situations; comprehends and can create sophisticated arguments supported by quantitative evidence and can clearly communicate those arguments in a variety of formats.

2) PROGRAM STUDENT LEARNING OUTCOMES (PSLOs): The student will be able to:

1. Apply skills concepts and techniques in main functional areas of business and accounting;
2. Interpret and use quantitative techniques in solving business problems and decision-making using technological tools;
3. Develop and apply effective intercultural oral and written communication skills appropriate for business; and
4. Recognize and assess basic legal, environmental, and ethical challenges confronting businesses in general.

3) COURSE STUDENT LEARNING OUTCOMES (CSLOs)(General): The student will be able to:

1. Explain the framework for business communication;
2. Demonstrate skills in communication through voice, electronic, and written messages;
3. Demonstrate skills in communication through reports and business presentations; and
4. Demonstrate skills in communication for employment.

4) COURSE STUDENT LEARNING OUTCOMES (CSLOs)(Specific): The student will be able to:

CSLO (General) 1: Explain the framework for business communication.			
Student Learning Outcome (specific)	ISLO	PSLO	Assessment Strategies
1.1 Describe the value of communication in business.	7	3	The student will complete an exam that will focus on the description of the value of communication in business. The exam will be rated using a rubric.
1.2 Discuss how information flows in an organization.	7	3	The student will complete an exam that will focus on the discussion of information flow in an organization. The exam will be rated using a rubric.
1.3 Identify factors affecting group and team communication.	7	3	The student will complete an exam that will focus on the identification of factors affecting group and team communication. The exam will be rated using a rubric.
1.4 Discuss aspects of effective meeting management.	7	3	The student will complete an exam that will focus on the discussion of aspects of effective meeting management. The exam will be rated using a rubric.
1.5 Identify the purpose of the message and the appropriate channel and medium.	7	3	The student will complete an exam that will focus on the identification of the purpose of the message and the appropriate channel and medium. The exam will be rated using a rubric.
1.6 Identify factors affecting readability.	4, 7	3	The student will complete an exam that will focus on the identification of factors affecting readability. The exam will be rated using a rubric.
CSLO (General) 2: Demonstrate skills in communication through voice, electronic, and written messages.			
Student Learning Outcomes (specific)	ISLO	PSLO	Assessment Strategies
2.1 Use email, instant messaging, and text messaging in business communication effectively.	2, 7	3	The student will complete an assignment that will require usage of email, instant messaging, and text messaging to achieve effective business communication. The assignment will be rated using a rubric.

2.2 Apply the principles for writing effectively for the Web.	2, 7	3	The student will complete an assignment that will require the application of the principles for writing effectively for the Web. The assignment will be rated using a rubric.
2.3 Use effective voice and wireless technology in business communication.	1, 7	3	The student will complete an assignment that will require usage of effective voice and wireless technology in business communication. The assignment will be rated using a rubric.
2.4 Prepare and deliver good-news and neutral-news messages.	1, 2	3	The student will engage into an assignment that will require the preparation and delivery of good-news and neutral-news messages . The assignment will be rated using a rubric.
2.5 Prepare and deliver bad-news messages.	1, 2	3	The student will complete an assignment that will require the preparation and delivery of bad-news messages. The assignment will be rated using a rubric.
2.6 Prepare and deliver persuasive messages.	1, 2	3	The student will complete an assignment that will require the preparation and delivery of persuasive messages. The assignment will be rated using a rubric.

CSLO (General) 3: Demonstrate skills in communication through reports and business presentations.

Student Learning Outcomes (specific)	ISLO	PSLO	Assessment Strategies
3.1 Use the report process and research methods.	7	3	The student will complete an assignment that will require usage of the report process and research methods. The assignment will be rated using a rubric.
3.2 Use strategies for presenting in alternate delivery situations such as culturally diverse audiences, teams, and distance presentation.	1, 5*	3	The student will complete an assignment that will require usage of strategies for presenting in alternate delivery situations such as culturally diverse audiences, teams, and distance presentation. The assignment will be rated using a rubric.
3.3 Apply the appropriate methods of collecting, organizing, and referencing information.	6	3	The student will complete an assignment that will require the application of appropriate methods of collecting, organizing, and referencing information. The assignment will be rated using a rubric.

3.4 Use data and graphics to communicate quantitative information effectively.	1, 2, 7	3	The student will complete an assignment that will require usage of data and graphics to communicate quantitative information effectively. The assignment will be rated using a rubric.
3.5 Prepare effective formal reports using acceptable format and writing style.	2	3	The student will complete an assignment that will require preparation of effective formal reports using acceptable format and writing style. The assignment will be rated using a rubric.
3.6 Prepare effective short reports in memorandum, email, and letter formats.	2	3	The student will complete an assignment that will require preparation of effective short reports in memorandum, email, and letter formats. The assignment will be rated using a rubric.
3.7 Deliver an effective presentation for a variety of purposes.	1, 5	3	The student will complete an assignment that will require delivery of an effective presentation for a variety of purposes. The assignment will be rated using a rubric.

CSLO (General) 4: Demonstrate skills in communication for employment.

Student Learning Outcomes (specific)	ISLO	PSLO	Assessment Strategies
4.1 Prepare an organized and persuasive resume that is adapted for print and electronic postings.	2	3	The student will complete an assignment that will require preparation and submission of an organized and persuasive resume adapted for print and electronic postings. The assignment will be rated using a rubric.
4.2 Use employment tools that can enhance employability.	1, 2, 7	3	The student will complete an assignment that will require usage of employment tools that can enhance employability. The assignment will be rated using a rubric.
4.3 Write an application message that effectively introduces an accompanying print (designed) or electronic resume.	2	3	The student will complete an assignment that will require writing of an application message that effectively introduces an accompanying print (designed) or electronic resume. The assignment will be rated using a rubric.
4.4 Prepare effective answers to questions often asked in job interviews.	1	3	The student will complete an assignment that will require preparation of effective answers to questions often asked in job interviews. The assignment will be rated using a rubric.

4.5 Compose effective messages for follow-up, thank-you, job-acceptance, job-refusal, resignation, and recommendation request.	2	3	The student will complete an assignment that will require composition of effective messages for follow-up, thank-you, job-acceptance, job-refusal, resignation, and recommendation request. The assignment will be rated using a rubric.
--	---	---	--

5) COURSE CONTENT:

- Framework for Business Communication
- Interpersonal and Group Communication
- Planning Spoken and Written Messages
- Communication Electronically
- Deliver Messages
- Design and Deliver Business Presentations
- Reports and Business Presentations
- Prepare Résumés and Application Messages
- Job Interview

6) METHOD(S) OF INSTRUCTION:

☒ Lecture ☒ Cooperative learning groups

☐ Laboratory ☐ In-class exercises

☐ Audio visual ☐ Demonstrations

☒ Other –Learning Management System

7) REQUIRED TEXT(S) AND COURSE MATERIALS:

Carol M. Lehman; Debbie D. DuFrene, et al. *Business Communication*, 10th Edition. Cengage Learning, 2020 (or most recent edition).

Digital resources: Learning Management System(LMS) - Cengage, MindTap (and relevant and updated LMS).

Computer with internet access

8) REFERENCE MATERIALS:

None

11) INSTRUCTIONAL COSTS: None

None

10) EVALUATION:

Summative evaluation is accomplished by having the student complete the examinations and final project (short proposal) presentation. The student will need at least a grade of “C” to pass the course.

11) CREDIT BY EXAMINATION:

None

BA 211 Business Communications

Endorsed by CC: 04/05/2023

Approved by VPJA: 04/27/2023

•