

PROGRAM APPROVAL APPLICATION
NEW or SUBSTANTIAL CHANGE or LOCALLY APPROVED
(This application may not exceed 3 pages)

Fill In Form

Business Communication Skills
 Proposed Program Title

Fall 2016
 Projected Program Start Date

Saddleback College
 College

South Orange County Community College District
 District

Contact Information

Tony Teng
 Voting Member

Dean, Advanced Technology and Applied Science
 Title

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 Email

Goal(s) of Program (Check all that apply):

Career Technical Education (CTE) Transfer Other

Type of Program (Check all that apply):

Certificate of Achievement 12-17 (or 17-27 quarter) units Certificate of Achievement 18+ semester (or 27+ quarter) units
 Associate of Science Degree Associate of Arts Degree

Reason for Approval Request (Check One):

New Program Substantial Change Locally Approved

Program Information

0506 Recommended [Taxonomy of Program \(TOP\) Code](#)

_____ Units for Major-Degree

_____ Total Units for Degree

13-14 including
 prereq. for

BUS104 Required Units-Certificate

Written Form

1. Insert the description of the program as it will appear in the catalog. (See PCAH pp. 142 and 170)

Completion of the Business Communication Skills low-unit certificate prepares students to use effective workplace communications, written and oral. Effective documents, reports, and other written communications, internal and external, print and electronic, are emphasized. Students learn to communicate clearly, use effective interpersonal skills, and apply listening skills, all for the business environment. This low-unit certificate provides the courses that can serve as the foundation for completing the lengthier Business Communications Certificate.

2. Provide a brief rationale for the program.

Skill in business communications is the number one request from employers in all industries. This low-unit certificate prepares students for success in jobs that range from entry level to intermediate, in environments ranging from offices to field work, in industries ranging from Agriculture to Zoos.

Completion of this low-unit certificate provides students with skills and courses that stack to the Certificate of Achievement in Business Communications and may lead to a CTE associates degree.

Students completing the program in Business Communications skills will be able to prepare effective communications orally and in writing for business purposes using various professional and media.

While most occupations require communications skills, occupations *specific* to communications include, but are not limited to: Media and Communication workers; Public Relations Assistants; Sales and Marketing Assistants; Office Assistants; Event Planners; Dispatchers; Fundraising Specialists; Supervisors.

3. Summarize the Labor Market Information (LMI) and employment outlook (including citation for the source of the data) for students exiting the program. (See PCAH pp. 85-88, 136, 147, 148, 165, 168, and 176)

An analysis using the Economic Modeling Specialists, Inc. (EMSI) Q3 2015 Data Set, indicates 2,223 openings, (net of the 1308 regional program completions from 14 regional institutions in Orange County).

Because business communication skills are needed across industries and are an important component of many occupations that are not focused on document production or other communication modes, the estimates below are very conservative. Median earnings are \$16.26.

4. List similar programs at other colleges in the Los Angeles and Orange County Region that may be adversely impacted. (There is space for 10 listings, if you need more, please contact laocrc@sccollege.edu)

College	Program	Whom You Contacted	Outcome of Contact
Fullerton College	Managerial Communication Skills	Douglas Benoit dbenoit@fullcoll.edu	All good.
Los Angeles Mission College	Communications Skills	Marjorie Long, Vice Chair, Communications mllong@lamission.edu	No response. Assumed all good.
Long Beach City College	7-unit Cert of Accompl. Bsns Comms	Myke McMullen mmcmullen@lbcc.edu	No response. Assumed all good.
Pasadena City College	Customer Service	Rocco Cifone rxcifone@pasadena.edu	No response. Assumed all good.

5. List all courses required for program completion, including core requirements, restricted electives and prerequisites.

Course Number	Course Title	Units
Required Core (10-11 total Units including prerequisite)		
BUS 102	Oral Business Communications	3
BUS 104*	Business Communications	3
BUS 195	Workplace Success Skills	1

BUS 104 prerequisite to be selected from: BUS 103 Business English, 3 units; ENG 1A English Composition (4 units); ENG 1AH English Composition Honors (4 units) Total prerequisite units: 3 or 4.

Restricted Electives (3 total units)

BUS 1	Introduction to Business	3
BUS 13	Legal Environment & Business Law	3
BUS 105	Social Media Marketing	3
BUS 116	Personal Law/ Street Law	3
BUS 125	Human Relations	3
BUS 135	Marketing	3
BUS 160	Entrepreneurship	3
CWE 180	Cooperative Work Experience	1-3
CIM 112	Microsoft Office	3
CIMA 102	Word Processing—Word	3
CIMA 102A	Word Processing—Word Beginning	1.5
CIMA 102B	Word Processing—Word Intermediate	1.5
CIMA 108	Powerpoint	3
SP5	Interpersonal Communications	3
SP20	Intercultural Communications	3

6. Include any other information you would like to share.

This low unit certificate is a foundation on which students can stack courses to complete the larger Business Communications certificate. Skills are those needed across industries, with emphasis on workplace communications, human relations, and workplace success (soft) skills—all highly valued by employers. As such, it provides students with evidence of sought-after competencies and will be an important low-unit certificate in the business curriculum.