

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

Fill In Form

Business Communications 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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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 **X Certificate of Achievement 18+ semester (or 27+ quarter) units**
 Associate of Science Degree Associate of Arts Degree

Reason for Approval Request (Check One):

X New Program Substantial Change Locally Approved

Program Information

0506 Recommended [Taxonomy of Program \(TOP\) Code](#)
 _____ Units for Major-Degree
 _____ Total Units for Degree
 25-26 units
 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 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.

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.

This certificate builds on the related low-unit certificate, Business Communication Skills.

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 may 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)

The primary occupations for which this certificate prepares students include those for the low-unit certificate; also, because this full certificate gives students broader preparation, additional related occupations were included in this analysis, which indicates 581 completions for 14,186 openings, with median earnings of \$28.22. The trend is upward with a 6.5% increase in target occupations in Orange County 2014-2020.

Because business communication skills are needed across industries and are an important component of many occupations, we feel that the data are conservative.

Full report available online at: https://w.economicmodeling.com/tmp/ark/Program_Overview9391.pdf

Full report also available from Barbara Cox, Ph.D., bcox@saddleback.edu.

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
Cerritos College		Rachel Mason rmason@Cerritos.edu	No response.
Coastline Community College		Jones, Nancy njones@coastline.edu	All okay.
Fullerton College		Douglas Benoit dbenoit@fullcoll.edu	All okay.
Los Angeles Mission College		Marjorie Long, Vice Chair, Communications mllong@lamission.edu	No response.
Long Beach City College	Foundatns of Bsns 12-14 units	Myke McMullen mmcmullen@lbcc.edu	No response.
Pasadena City College		Rocco Cifone rxcifone@pasadena.edu	No response.
Santa Ana Community College	Added by request	Glenn Doolittle Doolittle_Glenn@sac.edu	All okay.

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

Item 3. Program Requirements: Certificate: General Business

Requirements	Course	Course Title	Units
Required Core (Units: 22-23)	BUS 1	Introduction to Business	3
	BUS 102	Oral Business Communications	3
	BUS 13	Legal Environment & Business Law	3

	BUS 104*	Business Communications	3
	BUS 195	Workplace Success Skills	1
	BUS 125	Human Relations	3
Choice of:	BUS 135 OR	Marketing	3
	BUS 105 OR	Social Media Marketing	
	BUS109	eCommerce Marketing	
*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)			
	CWE 180	Cooperative Work Experience	1-3
	SP5	Interpersonal Communications	3
	SP20	Intercultural Communications	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

Required Major Units Total	22-23
Electives Total	3
Total Units	25-26

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

This certificate is a foundation on which students can stack courses to complete the CTE associates degree in Business Communications, an award that could have very high appeal to employers across industries, including the small businesses of south Orange County. Students can add an elective course or courses in the degree plan based on their employment or further education plans.