



Faculty Review of Open eTextbooks

The [California Open Educational Resources Council](http://www.cool4ed.org) has designed and implemented a faculty review process of the free and open etextbooks showcased within the California Open Online Library for Education (www.cool4ed.org). Faculty from the California Community Colleges, the California State University, and the University of California were invited to review the selected free and open etextboks using a rubric. Faculty received a stipend for their efforts and funding was provided by the State of California, the William and Flora Hewlett Foundation, and the Bill and Melinda Gates Foundation.

Textbook Name:

Business Communication for Success



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Find it: [eTextbook Website](#)

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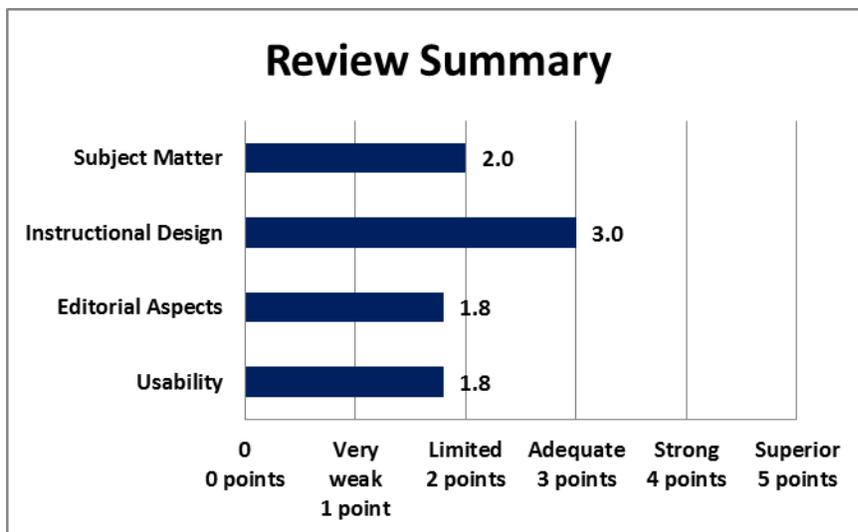
Professor

Format

Reviewed:

[Online](#)

A small fee may be associated with various formats.



Date Reviewed:

December 2015

California OER Council eTextbook Evaluation Rubric

CA Course ID: [BUS 115](#)

Subject Matter (30 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the content accurate, error-free, and unbiased?					X	
Does the text adequately cover the designated course with a sufficient degree of depth and scope?					X	
Does the textbook use sufficient and relevant examples to present its subject matter?		X				
Does the textbook use a clear, consistent terminology to present its subject matter?			X			
Does the textbook reflect current knowledge of the subject matter?		X				
Does the textbook present its subject matter in a culturally sensitive manner? (e.g. Is the textbook free of	X					

offensive and insensitive examples? Does it include examples that are inclusive of a variety of races, ethnicities, and backgrounds?)						
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Total Points: 12 out of 30

Please provide comments on any aspect of the subject matter of this textbook:

- I feel that this book is very good at basics. My main issue is that, business communication is taking place increasingly online and this book doesn't seem to put digital communication at its center.
- The books are typically used as foundational introductions to basic subject matter.

Instructional Design (35 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Does the textbook present its subject materials at appropriate reading levels for undergrad use?						X
Does the textbook reflect a consideration of different learning styles? (e.g. visual, textual?)					X	
Does the textbook present explicit learning outcomes aligned with the course and curriculum?		X				
Is a coherent organization of the textbook evident to the reader/student?		X				
Does the textbook reflect best practices in the instruction of the designated course?				X		
Does the textbook contain sufficient effective ancillary materials? (e.g. test banks, individual and/or group activities or exercises, pedagogical apparatus, etc.)					X	
Is the textbook searchable?				X		

Total Points: 21 out of 35

Please provide comments on any aspect of the instructional design of this textbook:

- I'm a bit torn on the way the book is written. On one hand I really appreciate this book's attempt to be a bit more critically savvy. For example, the explorations using Hamlet made perfect sense and, as an English teacher who teaches business, this really demonstrated the value of literature.
- On the other hand, sometimes this tonality became a bit too abstract. The section on voice seemed to be too concerned with self-reflection. I'm certainly into the idea the idea of being into understanding yourself but I think it goes on for too long and this actually repelled students.

Editorial Aspects (25 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the language of the textbook free of grammatical, spelling, usage, and typographical errors?					X	
Is the textbook written in a clear, engaging style?				X		
Does the textbook adhere to effective principles of design? (e.g. are pages laid out and organized to be clear and visually engaging and effective? Are colors, font, and typography consistent and unified?)		X				
Does the textbook include conventional editorial features? (e.g. a table of contents, glossary, citations and further references)		X				
How effective are multimedia elements of the textbook? (e.g. graphics, animations, audio)	X					

Total Points: 9 out of 25

Please provide comments on any editorial aspect of this textbook:

- Navigating this book is very difficult. There is no clear cut table of contents and flow of chapters does not appear cohesive.

Usability (25 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the textbook compatible with standard and commonly available hardware/software in college/university campus student computer labs?		X				
Is the textbook accessible in a variety of different electronic formats? (e.g. .txt, .pdf, .epub, etc.)				X		
Can the textbook be printed easily?				X		

Does the user interface implicitly inform the reader how to interact with and navigate the textbook?		X				
How easily can the textbook be annotated by students and instructors?		X				

Total Points: 9 out of 25

Please provide comments on any aspect of access concerning this textbook:

Overall Ratings						
	Not at all (0 pts)	Very Weak (1 pt)	Limited (2 pts)	Adequate (3 pts)	Strong (4 pts)	Superior (5 pts)
What is your overall impression of the textbook?			X			
	Not at all (0 pts)	Strong reservations (1 pt)	Limited willingness (2 pts)	Willing (3 pts)	Strongly willing (4 pts)	Enthusiastically willing (5 pts)
How willing would you be to adopt this book?		X				

Total Points: 3 out of 10

Overall Comments

If you were to recommend this textbook to colleagues, what merits of the textbook would you highlight?

- I like the affordability (obviously). I also appreciate, to some extent, that this book is very basic and therefore, allows plenty of room for a teacher to be the true facilitator. In other words, I think this book could work as a reference resource for a class and isn't so overdone with layout where you feel shackled to the book. I also appreciate the emphasis on tying business communication to larger context such as Shakespeare and even our everyday lives.

What areas of this textbook require improvement in order for it to be used in your courses?

- The general layout should be easier to navigate. I also feel that this book needs to consider that most communication will be done online and this will change the dynamic of communication. There also is minimal focus on international audiences, another emerging and vital aspect of business. In other words, this book seems too basic to be relevant. It also feels very much like a free book and the discussions of business principles really seemed to lack ethos.

We invite you to add your feedback on the textbook or the review to the [textbook site in MERLOT](#) (Please [register](#) in MERLOT to post your feedback.)



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