

CATALOG INFORMATION

Dept and Nbr: BGN 100

Title: PROF. BUSINESS WRITING

Full Title: Professional Business Writing

Last Reviewed: 10/23/2023

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.50		Contact Total	26.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50

Total Student Learning Hours: 78.75

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:
In this course, students will learn professional business writing including digital messages, emails, memos, and letters. Topics include audience analysis, formatting, editing, proofreading techniques, and writing strategies.

Prerequisites/Corequisites:

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: In this course, students will learn professional business writing including digital messages, emails, memos, and letters. Topics include audience analysis, formatting, editing, proofreading techniques, and writing strategies. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended:
Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:		Effective:	Inactive:
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Develop professional business communications including digital messages, emails, memos, and letters.
2. Develop appropriate communication content to assess and meet audience needs.
3. Employ a variety of techniques and strategies when writing.

Objectives:

At the conclusion of this course, the student should be able to:

1. Use audience assessment techniques.
2. Apply techniques for effectively communicating positive and negative news.
3. Edit and revise professional writing for increased effectiveness.
4. Utilize a variety of language techniques, such as concrete and ambiguous.
5. Write several types of professional business communications including digital messages, emails, memos, and letters.

Topics and Scope:

I. Audience Assessment Techniques

- A. Identify audience
- B. Identify how to appeal to audiences
- C. Identify how and when to use direct and indirect approaches

II. Proofread and Edit Problematic Communications

- A. Identify and correct grammatical and mechanical errors
- B. Identify and correct spelling errors
- C. Identify and improve incorrect sentence structure
- D. Use parallel construction appropriately

III. Revise Draft Communications for Increased Effectiveness

- A. Identify goal of professional message
- B. Improve clarity of goal for audience

- C. Improve tone to appeal to audience
- D. Use graphic techniques (bold, italic, bullets, enumeration, etc.) to improve clarity
- IV. Language Techniques
 - A. Identify uses for concrete language
 - B. Identify uses for ambiguous language
 - C. Identify and avoid jargon, cliches, redundancies, and slang
- V. Effective Communication when Composing Digital Messages such as Emails, Social Media Posts, and Texts
- VI. Effective Communication when Preparing Business Memos and Letters

Assignment:

1. Assigned reading
2. Writing assignments (3-4 assignments, 1-5 pages each)
3. Quizzes and/or tests, including final (5-8)
4. Class discussions, including peer review of work

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Writing assignments

Writing
40 - 60%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None

Problem solving
0 - 0%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations
0 - 0%

Exams: All forms of formal testing, other than skill performance exams.

Quizzes and/or tests, including final

Exams
10 - 30%

Other: Includes any assessment tools that do not logically fit into the above categories.

Participation

Other Category
10 - 30%

Representative Textbooks and Materials:

Instructor prepared materials

Open Educational Resources (OER):

Business Communications for Success. McLean, Scott.

<https://resources.saylor.org/wwwresources/archived/site/textbooks/Business%20Communication%20for%20Success.pdf> . The Saylor Foundation under a Creative Commons Attribution-NonCommercial-ShareAlike 3.0 License