

**BGN 100 Course Outline as of Summer 2021****CATALOG INFORMATION**

Dept and Nbr: BGN 100 Title: PROF BUS 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:**

This course covers 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:**

Eligibility for ENGL 100 or ESL 100 and Course Completion of BGN 71

**Limits on Enrollment:****Schedule of Classes Information:**

Description: This course covers 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: Eligibility for ENGL 100 or ESL 100 and Course Completion of BGN 71

Limits on Enrollment:

Transfer Credit:

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

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:

<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
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<b>CSU Transfer:</b>	Effective:	Inactive:
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<b>UC Transfer:</b>	Effective:	Inactive:
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**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. Adapt a variety of techniques and strategies when writing.

### **Objectives:**

Upon completion of this course, students will 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.
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. Use Language Techniques
  - A. Identify uses for concrete language
  - B. Identify uses for ambiguous language
  - C. Identify and avoid jargon, cliches, redundancies, and slang
- V. Demonstrate Effective Communication when Composing Digital Messages such as Emails, Social Media Posts, and Texts
- VI. Demonstrate effective communication when preparing business memos and letters

**Assignment:**

1. Reading approximately 30 pages each week
2. Composing approximately 3-4 writing assignments (1 - 5 pages)
3. Completing approximately 5-8 quizzes or tests, and a final
4. Engaging in class discussion, including offering peer review of work
5. Developing written communications using cooperative team-based methods

**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 or tests, including final

Exams  
10 - 30%

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

Participation in class activities

Other Category  
10 - 35%

**Representative Textbooks and Materials:**

HOW 14: A Handbook for Office Professionals. 14th ed. Clark, James and Clark, Lyn. Cengage Learning. 2016

Instructor prepared materials