**BMG 52 Course Outline as of Spring 2010**

# CATALOG INFORMATION

Dept and Nbr: BMG 52 Title: WRITTEN COMM IN ORGS
Full Title: Written Communication in Organizations
Last Reviewed: 2/13/2023

| Units | | Course Hours per Week | | Nbr of Weeks | Course Hours Total | |
|---|---|---|---|---|---|---|
| Maximum | 3.00 | Lecture Scheduled | 3.00 | 17.5 | Lecture Scheduled | 52.50 |
| Minimum | 3.00 | Lab Scheduled | 0 | 6 | Lab Scheduled | 0 |
| | | Contact DHR | 0 | | Contact DHR | 0 |
| | | Contact Total | 3.00 | | Contact Total | 52.50 |
| | | Non-contact DHR | 0 | | Non-contact DHR | 0 |

Total Out of Class Hours: 105.00 Total Student Learning Hours: 157.50

| | |
|---|---|
| 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 methods and strategies for presenting information and ideas clearly with accurate business/organizational format while encouraging goodwill in letters, emails, memos, proposals and reports. Also covers effective writing for the employment process.

**Prerequisites/Corequisites:**
Course Completion of BGN 71

**Recommended Preparation:**
Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:**

**Schedule of Classes Information:**
Description: This course covers methods and strategies for presenting information and ideas clearly with accurate business/organizational format while encouraging goodwill in letters, emails, memos, proposals and reports. Also covers effective writing for the employment process. (Grade or P/NP)
Prerequisites/Corequisites: Course Completion of BGN 71
Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:
Transfer Credit: CSU;
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:** | Transferable | Effective: | Fall 1981 | Inactive: | |
| **UC Transfer:** | | Effective: | | Inactive: | |

**CID:**
CID Descriptor:BUS 115 Business Communication
SRJC Equivalent Course(s): BMG52

**Certificate/Major Applicable:**
Both Certificate and Major Applicable

## COURSE CONTENT

**Outcomes and Objectives:**
Upon completion of this course, the student will be able to:
1. Describe the communication process: the sender, message, channel, receiver, and feedback.
2. Distinguish between internal correspondence through memos and e-mails and external correspondence through letters and proposals for written communication generated within an organizational setting.
3. Compare the direct pattern for conveying positive messages and the indirect pattern for conveying negative messages.
4. Examine a comprehensive outline and organize data into main topics and sub points.
5. Gather and arrange data as needed into alphanumeric or decimal outline format or cluster diagram.
6. Identify and compare established formulas for writing specific types of correspondence such as documents requesting information, complying with requests, making claims or complaints, granting claims, and making claim adjustments.
7. Draft and revise documents using strategies presented.
8. Incorporate revision techniques that make a document clear, direct, conversational, and concise.
9. Examine the primary formats for documenting data sources.
10. Compare and contrast chronological, functional, and combination resumes.
11. Select an appropriate resume format for personal use.
12. Write letters, e-mails, memos, proposals, resumes, reports and other business correspondence using established or commonly accepted writing patterns and formats.

**Topics and Scope:**

1. The Communication Process
2. Written Channels of Communication

3. Internal and External Correspondence
    a. Memos/e-mails
    b. Proposals/reports
    c. Letters
4. Reference materials for correct language and grammar usage
    a. Relevant text resources
    b. Business/office handbooks
    c. Dictionaries
5. Formal and Informal Methods of Researching Data
6. Data Source and Reference Documentation
7. Organization through Alphanumeric or Decimal Outlines
8. Established Strategies for Specific Types of Written Communication
9. Standardized Letter and Memo Format
10. Direct Writing Pattern for Positive Messages
11. Indirect Writing Pattern for Negative Messages
12. Chronological, Functional, and Combination resumes
13. Informational and Analytical Reports, Investigative and Compliance, Reports, Justification and Recommendation Reports
14. Drafting and Revision Strategies
15. Approaches for Proofreading Routine and Complex Documents

**Assignment:**

1. Reading, approximately 15-30 pages per week.
2. Written Assignments:
    a. Internal and external correspondence
        1. Memos/e-mails
        2. Proposals/reports
        3. Letters
    b. Direct writing pattern for positive messages
    c. Indirect writing pattern for negative messages
    d. Organization through alphanumeric or decimal outlines
    e. Established formulas for specific types of correspondence
    f. Standardized letter and memo format
    g. Draft and revision strategies
    h. Informational and analytical reports
    i. Investigative and compliance reports
    j. Justification and recommendation reports
    k. Data source and reference documentation
    l. Chronological, functional, and combination resumes
3. Problem Solving Assignments:
    a. Using Reference materials for correct language and grammar usage
        1. Business/Office handbooks
        2. Dictionaries
    b. Formal and informal methods of researching data
    c. Proofreading routine and complex documents
    d. Workbook exercises
4. Quizzes (15)
5. Midterm and final exam

**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.

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| See listed writing assignments | Writing<br>65 - 75% |

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

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| See listed problem solving assignments | Problem solving<br>10 - 15% |

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

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| None | Skill Demonstrations<br>0 - 0% |

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

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| Multiple choice, True/false, Matching items, Completion, Short answer | Exams<br>15 - 20% |

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

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|---|---|
| None | Other Category<br>0 - 0% |

**Representative Textbooks and Materials:**
Business Communication Process and Product. Guffey, Mary Ellen. Thomson SouthWestern Publishing: 2007 (textbook and workbook)
Successful Writing at Work. Kolin, Philip C.  Houghton Mifflin College Publishing: 2007