BGN 100 Course Outline as of Fall 2018

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: P/NP Only

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. (P/NP Only)

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:

AS Degree: Area Effective: Inactive: **CSU GE: Transfer Area** Effective: **Inactive:**

Transfer Area IGETC: 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. 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 errorsC. 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 assignments

performance exams.

performance exams.

None

None

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

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

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

Exams: All forms of formal testing, other than skill

Quizzes or tests, including final

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

Participation in class activities

Problem solving

0 - 0%

Writing

40 - 60%

Skill Demonstrations

Exams 10 - 30%

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

