

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:

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. 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