

CATALOG INFORMATION

Dept and Nbr: BGN 100

Title: WRITING AND PRESENTATION

Full Title: Professional Writing and Presentations

Last Reviewed: 10/23/2023

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:**  
In this course, students will learn professional business communications including effective professional writing and delivering professional oral presentations. Topics include audience analysis, writing strategies, and developing professional written and oral presentations.

**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: In this course, students will learn professional business communications including effective professional writing and delivering professional oral presentations. Topics include audience analysis, writing strategies, and developing professional written and oral presentations. (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>	<b>Effective:</b>	<b>Inactive:</b>
<b>CSU GE:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>IGETC:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>CSU Transfer:</b>		<b>Effective:</b>	<b>Inactive:</b>
<b>UC Transfer:</b>		<b>Effective:</b>	<b>Inactive:</b>

**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 written digital messages, and informative and persuasive oral presentations.
2. Analyze audience for appropriate communication content.
3. Adapt a variety of techniques and strategies when writing and presenting.

### **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. Write, edit, and revise several types of written business communications including digital messages, emails, memos, letters, business proposals, and grant applications.
4. Create, edit, and deliver several types of oral business communications including informative and persuasive business presentations.

### **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. Revising, Proofreading, and Editing Messages
  - A. Identify goal of professional message
  - B. Improve clarity of goal for audience
  - C. Improve tone to appeal to audience
  - D. Grammar, mechanics, and sentence structure
- III. Language Techniques
  - A. Identify uses for concrete language

- B. Identify uses for ambiguous language
- C. Identify and avoid jargon, cliches, redundancies, and slang
- IV. Effective Written Communication
  - A. Written messages
    - 1. Emails
    - 2. Memos
    - 3. Letters
    - 4. Reports
    - 5. Business plans and proposals
    - 6. Grants
- V. Effective Oral Communication
  - A. Informative presentations
  - B. Persuasive presentations
  - C. Impromptu presentations
  - D. Special occasion presentations

**Assignment:**

- 1. Assigned reading
- 2. Writing assignments
- 3. Oral presentations
- 4. Exam(s) and final project
- 5. Engaging in class discussion, including offering 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  
30 - 50%

**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.

Oral presentations

Skill Demonstrations  
30 - 50%

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

Exam(s) and final project

Exams  
10 - 15%

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

Engaging in class discussion and peer review of work

Other Category  
10 - 20%

**Representative Textbooks and Materials:**

Business Communications for Success. McLean, Scott. version 2.0. FlatWorld Publishing. 2018.  
Instructor prepared materials