

ENGL C103: BUSINESS ENGLISH

Item	Value
Top Code	150100 - English
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

Focuses on real-world English skills that contribute to good workplace communication. It includes English principles you already know, those you learned in the past and forgot, and those you wish you had learned. Students study grammar, English usage, punctuation, spelling, vocabulary, and dictionary use from the businessperson's viewpoint. Emphasis is placed on finding and correcting types of errors people make while speaking and writing. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Demonstrate Standard English principles when writing and editing business-related documents.

Course Objectives

- 1. Compose complete sentences that use correct spelling, parts of speech, punctuation, and vocabulary.
- 2. Edit and revise incorrectly written sentences using standard proofreading marks.
- 3. Identify the parts of memorandums, letters, envelopes, and emails.
- 4. Compose basic business documents using powerfully written sentences.
- 5. Use an office reference manual to locate the most up-to-date answers.

Lecture Content

Grammar and parts of speech Sentence parts and patterns Verb tenses, verb mood, and verbals Subjunctive vs. Conditional Irregular verbs, helping verbs, and other tricky matters Subject-Verb agreement Pronoun agreement, reference, and case Modifiers and their placement Repairing broken sentences: Sentence fragments and run-ons Parallelism and active vs. passive voice Effective word choice: Being appropriate and concise Evolution of Language: Semantic shifts Prefixes and foreign phrases Concise language Compound words Homophones, homonyms, homographs, and confusables Clear and engaging sentences Commonly confused words, nonstandard English, and common mistakes Spelling, punctuation, capitalization, and use of numbers vs. numerals Business vocabulary Diagramming sentences to understand structure and usage How to write: Starting, organizing, and editing 14 basic writing formats

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)
- Text, One Way (61)

Instructional Techniques

Instructor utilizes lectures, class discussion, workshops, small groups, discussions, or one-on-one consultations. Students may be required to submit compositions to external sites such as Turnitin. Instructor may employ audio and video technology to appeal to different learning types. Instructor assigns homework.

Reading Assignments

Students will read the textbook, online course lessons, links to journals, the dictionary, and sample business documents.

Writing Assignments

Students sharpen their basic grammar and punctuation skills by writing business-related documents such as memoranda, missives, job applications, and short reports. Students incorporate instructors feedback into their writing. Other writing assignments include a Letter of Introduction in correct format; Are you a reader. prompt asking students to describe reading experience as children and how this has affected their adult reading habits; extra credit for a one paragraph essay (argumentative, descriptive, or process) of five to eight concise and complete sentences; and Write or Wrong. Does grammar matter. prompting students to consider and comment on whether modern technology has hurt our communication skills. Students are also taught how to use the Coastline online library and how to write a two to three paragraph analysis of a Boolean researched article.

Out-of-class Assignments

Students will be regularly assigned reading and writing homework. Instructor may also require attending a business meeting or other out-of-class enrichment activities.

Demonstration of Critical Thinking

Students critical thinking is evaluated using an instructor-designed rubric. Students demonstrate critical thinking by writing basic memoranda showing an awareness of audience and by accurately employing proofreading symbols when editing.

Required Writing, Problem Solving, Skills Demonstration

Students basic business-related written documents, such as e-mails and memos, are evaluated based on grammatical correctness, punctuation, syntax, spelling, diction/vocabulary, organization, and format.

Eligible Disciplines

Business: Masters degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelors degree in any of the above AND masters degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelors degree in economics with a business emphasis AND masters degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Masters degree required. English: Masters degree in English, literature, comparative literature, or composition OR bachelors degree in any of the above AND masters degree in linguistics, TESL, speech, education with a specialization in reading, creative writing, or journalism OR the equivalent. Masters degree required.

Textbooks Resources

1. Required Guffey, Mary Ellen; Seefer, Carolyn M. Business English, 13th ed. Cengage Learning, 2019 2. Required Coastline. English C103 Student Handbook, ed. Coastline Graphics and Publications, 2020 3. Required Brock, M.; Daniel, M.; Morehouse, K. Grammar Matters: Grammar, Sentence Structure The Evolution of English, 2nd ed. Creative Commons - OER, 2019

Other Resources

1. The American Heritage College Dictionary (Hard cover), Fourth Edition (or latest) 2. Coastline Library