

ENGL C135: BUSINESS WRITING

Item	Value
Curriculum Committee Approval Date	08/13/1986
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)
Local General Education (GE)	• CL Option 1 English Competency (CA2)

Course Description

This course addresses techniques, strategies, and forms of business communication, including use of precise professional and persuasive language to achieve business goals and communicate effectively in the workplace. Using a variety of media and technologies, students will learn how to produce effective memos, letters, and reports; prepare successful resumes and employment documents; and make effective presentations. ADVISORY: ENGL C103. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Select the appropriate written medium and prepare a professional, concise, and grammatically correct letter, memorandum, or e-mail message.
2. Prepare a professional, concise, and grammatically correct proposal or report.
3. Present content using media and delivery methods appropriate to the needs of the intended audience.
4. Plan and produce a persuasive, job-specific application, resumes, and cover letter and demonstrate effective job interview skills.

Course Objectives

- 1. Create professional applications and cover letters that can be sent to employers.
- 2. Utilize common workplace technology and software.
- 3. Express business-related themes verbally, including presentations and interviews, with consideration of audience.
- 4. Write concise reports in the three-step business style consisting of pre-writing (analyze, anticipate, adapt), writing (research, organize, compose), and revising (revise, proofread, evaluate).

Lecture Content

Communications Foundations The 3 X 3 Writing Process Business Correspondence Reports and Proposals Oral Communication Workplace

Technology Employment Communication: Applications, Résumés, Cover Letters, and Others

Method(s) of Instruction

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

Instructional Techniques

Instructor utilizes lectures, class discussion, workshops, small groups, or one-on-one consultations. Instructor may require that students post to discussion forums through the course LMS, email, or submit compositions to external sites such as Turnitin. Instructor employs audio and video technology to appeal to different learning types. Instructor assigns homework.

Reading Assignments

Students will read a variety of genres and modes of business writing, letters, memos, emails, and reports.

Writing Assignments

Students will write multiple drafts modeling business-related writing, including memos, applications, CVs, and reports.

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 demonstrate critical thinking by evaluating the effectiveness of various sample business writings, presenting or selling a concept, and critiquing marketing strategies.

Required Writing, Problem Solving, Skills Demonstration

In addition to creating memoranda, letters, reports, and CVs, students evaluate business case studies.

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 MacRae, Paul. Business and Professional Writing: A Basic Guide for Americans, 1st ed. Broadview Press ISBN 978-1-55-481-331-5, 2016
2. Required Schmitz, A. Business Communication for Success, 1st ed. OER / digital edition: Saylor Academy, 2019
3. Required Guffy, Mary Ellen. Essentials of Business Communication, 11th ed. Cengage, 2018

Other Resources

1. Note: for students who prefer to purchase an e-book with Write Experience, go to cengagebrain.com and purchase it. 2. Coastline Library