Introduction To Business Writing

This course provides a basic understanding of business communication and develops confidence and skill in writing effective business letters, memos, electronic communications, and reports. Particular focus will be placed on forming a solid foundation for writing business documents, eliminating "writer's block," improving writing techniques, increasing editing and proofreading skills, and developing actual practice in writing, positive, negative, neutral, and persuasive communications.

ASSIGNED DISCIPLINES:
Business

ADVISORIES:
• Completion of English G099 is strongly recommended.

MATERIAL FEE: Yes [ ] No [X] Amount: $0.00
CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]
GRADING POLICY: Pass/No Pass [X] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]
OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]
TRANSFER STATUS: CSU Transferable[X] UC/CSU Transferable[ ] Not Transferable[ ]
BASIC SKILLS STATUS: Yes [ ] No [X] LEVELS BELOW TRANSFER: Not Applicable
CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable
NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course

REPEATABLE ACCORDING TO STATE GUIDELINES: No [X] Yes [ ] NUMBER REPEATS:
REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X]
Accounting(Associate in Arts)
Associate of Arts: Liberal Arts: Emphasis in Business and Technology(Associate in Arts)
Business Administration(Certificate of Achievement)
Business Administration(Associate in Arts)
CERTIFIED BUSINESS PROFESSIONAL: CPS/CAP CERTIFICATE HOLDERS OPTION(Associate in Arts)
General Management Option(Certificate of Achievement)
Management(Associate in Arts)
Marketing Management Option(Certificate of Achievement)
Retail Management(Certificate of Achievement)
BUS G130-Introduction To Business Writing

Retail Management and Entrepreneurship(Associate in Arts)
Small Business Management Option(Certificate of Achievement)

GE AND TRANSFER REQUIREMENTS MET:

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. Analyze and solve business problems by producing effective oral and written communications that reflect successful decision making in today’s changing workplace.

2. Compose a variety of positive, negative, neutral, and persuasive business communications using the three-step writing process (planning, writing, and revising).

3. Construct business communications that are clear, concise, coherent, consistent, courteous, complete, and correct in every detail.

4. Select document styles that are appropriate to various business writing tasks.

COURSE OBJECTIVES:

1. Understand the importance of good communication in the today’s changing workplace and improve individual listening, nonverbal, verbal, and written communication skills.

2. Effectively communicate information and ideas by developing business communications that are clear, concise, coherent, consistent, courteous, complete, and correct in every detail.

3. Brainstorm ideas, organize information into an outline, and transform the outline into a first draft.

4. Differentiate between direct and indirect communication strategies and apply the appropriate plan to a variety of business messages.

5. Write effective business messages using the three-step writing process (planning, writing, and revising).

6. Use specific writing techniques that improve communications and avoid those pitfalls that detract from a message’s effectiveness.

7. Demonstrate the proper use of English grammar, spelling, and punctuation in written communications.

8. Choose a document style appropriate to the writing task and accurately format documents to maintain a professional appearance.

9. Expand proofreading and editing skills.

10. Objectively and subjectively evaluate and critique business messages written by others.

11. Plan, draft, edit, and finalize a variety of positive, negative, neutral, and persuasive business communications.

12. Understand the basics of informal report writing and prepare both an internal and external informal report.

13. Refine telephone and voice mail communication skills.

14. Prepare for, conduct, and record business meetings.

COURSE CONTENT:

LECTURE CONTENT:

A. UNDERSTANDING THE FOUNDATIONS OF BUSINESS COMMUNICATION

1. Examining the communication process
2. Identifying barriers to effective communication
3. Developing better listening skills
4. Improving nonverbal communication skills
5. Communicating across cultures
6. Differentiating between internal and external; formal and informal; upward, downward, and lateral communications
B. IMPLEMENTING THE THREE-STEP WRITING PROCESS

1. Prewriting business messages
   a. Brainstorming ideas
   b. Identifying the purpose of writing
   c. Analyzing the audience
   d. Comparing direct and indirect communication strategies; applying the appropriate plan to the message
   e. Organizing data and preparing an outline

2. Writing business messages
   a. Composing the first draft
   b. Emphasizing important ideas and de-emphasizing unimportant ones
   c. Developing sentence unity
   d. Identifying strategies for achieving paragraph coherence
   e. Creating audience-centered messages
      i. “You” attitude
      ii. Conversational tone
      iii. Positive language
      iv. Familiar words
      v. Plain expression
   f. Using active voice, passive voice, and parallelism effectively in messages
   g. Improving writing techniques
   h. Avoiding writing pitfalls

3. Revising business messages
   a. Revising messages to include
      i. Concise wording
      ii. Precise verbs
      iii. Concrete nouns
      iv. Vivid adjectives
   b. Editing messages to eliminate
      i. Wordy prepositional phrases
      ii. Long lead-ins
      iii. Outdated expressions
      iv. Needless adverbs
      v. Fillers
      vi. Repetitious words
      vii. Redundancies
      viii. Jargon
      ix. Slang
      x. Cliches
   c. Using technology to improve business communications

C. COMPLETING BUSINESS DOCUMENTS

1. Using appropriate business stationery
   a. Letterhead stationery
      i. Company letterhead
      ii. Personal letterhead
   b. Interoffice memorandums

2. Formatting business documents
   a. Letter styles
      i. Block letter style
      ii. Modified-block letter style
      iii. Simplified letter style
   b. Letter components
   c. Interoffice memorandums
   d. Informal reports
   e. E-mail messages
3. Using technology to improve business communications
4. Final proofreading of documents
   a. Spelling
   b. Grammar
   c. Tone
   d. Accuracy
   e. Coherence
   f. Punctuation
   g. Format
5. Signing the document

D. WRITING INTEROFFICE MEMORANDUMS AND ELECTRONIC COMMUNICATIONS
   1. Writing successful memorandums and electronic communications
   2. Understanding how to use e-mail safely and effectively
   3. Formatting memorandums, faxes, and e-mail messages
   4. Using graphic highlighting techniques to create emphasis and clarity

E. COMPOSING ROUTINE (NEUTRAL) AND POSITIVE COMMUNICATIONS
   1. Writing routine communications
      a. Form letters and acknowledgements
      b. Follow-up correspondence
      c. Routine requests and merchandise orders
   2. Writing positive messages
      a. Favorable replies
      b. Goodwill messages
      c. Granting claims
      d. Letters of recommendation

F. WRITING NEGATIVE COMMUNICATIONS
   1. Differentiating between the use of direct and indirect writing patterns
   2. Writing negative messages
      a. Refusing requests, invitations, or claims
      b. Announcing bad news to customers

METHODS OF INSTRUCTION:
   A. Lecture:
   B. Online:
   C. Independent Study:
   D. Hybrid:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:
   Reading Assignments
   Textbook readings as assigned.

   Out-of-class Assignments
   Video case studies and in-class group activities.

   Writing Assignments
   Application of strategies necessary for effective communication in business. Students will complete no less than 8 written assignments (e.g., business letters, memos, e-mail messages, short reports) to solve case-study problems and to complete writing-improvement exercises.
METHODS OF STUDENT EVALUATION:
Midterm Exam
Final Exam
Written Assignments
Essay Examinations
Objective Examinations
Report
Problem Solving Exercises
Oral Presentations

Demonstration of Critical Thinking:
Students will develop a logical approach to analyzing and solving business problems by producing effective oral and written communications that reflect successful decision making in today’s changing workplace environment.

Required Writing, Problem Solving, Skills Demonstration:
Application of strategies necessary for effective communication in business. Students will complete no less than 8 written assignments (e.g., business letters, memos, e-mail messages, short reports) to solve case-study problems and to complete writing-improvement exercises.

TEXTS, READINGS, AND RESOURCES:

TextBooks:

Other:
1. Punctuation guides
2. Various handouts to supplement text and lecture

LIBRARY:
Adequate library resources include: Non-Print Materials

Comments:

Attachments:
Attached Files