

CATALOG INFORMATION

Dept & Nbr: BOT 170 Title: WRITTEN COMMUNICATION
Full Title: Written Communication for Business

Units	Course Hours	Per Week	Nbr of Weeks	Course Hours	Total
Max: 3.0	Lecture	3.0	17	Lecture	51.0
Min: 3.0	Lab	0.0		Lab	0.0
	Contact DHR	0.0		Contact DHR	0.0
	Contact Total	3.0		Contact Total	51.0
	Non-contact DHR	0.0		Non-contact DHR	0.0

Title 5 Category: 01 AA Degree Applic
Grading: GC Credit course for grade or CR/NC
Repeatability: 00 No repeatability allowed or defined
Also listed as:

CATALOG DESCRIPTION:

Effective written communications for the business environment, and the application of writing skills to business letters, memoranda, and brief reports.

PREREQUISITES:

Completion of BOT 70.

RECOMMENDED PREPARATION:

BOT 100.1 or minimum typing speed of 20 wpm

LIMITS ON ENROLLMENT:

SCHEDULE OF CLASSES INFORMATION:

Prerequisites: Completion of BOT 70.
Recommended: BOT 100.1 or minimum typing speed of 20 wpm
Create effective business letters, memos, and reports for the business environment. (Grade or CR/NC)
Transfer Credit: CSU.

ARTICULATION and CERTIFICATE INFORMATION

ASSOCIATE DEGREE: Effective: SPRING 1992 Inactive:
Area: D2 COMMUNICATIONS & ANALYTICAL THINKING
D1 ENGLISH COMPOSITION

CSU GE: Effective: Inactive:
Transfer area:

IGETC: Effective: Inactive:
Transfer area:

CSU TRANSFER: TRANSFERABLE Effective: FALL 1992 Inactive:

UC TRANSFER:

Effective:

Inactive:

CAN:

CERTIFICATE APPLICABLE: C CERTIFICATE APPLICABLE COURSE

APPROVAL AND DATES

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Version 03 Submitted by: TERRI ROBERTSON Date: 09/29/2004
Department approved: Date:
Curriculum approved: 02/13/1996 Version approved: 09/29/2004
Prerequisites approved: 11/09/1999 Last reviewed: 09/29/2004
Term effective: SPRING 2005 Last taught: SPRING 2008 Inactive:

COURSE CONTENT

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OUTCOME AND OBJECTIVES:

Students who successfully complete the course will be able to:

1. Use appropriate strategies for reading and writing college level language, concepts, and vocabulary.
2. Monitor the effectiveness of reading comprehension and writing strategies.
3. Produce clear and accurate business letter applying the basic qualities of business messages
4. Compose good, bad, and neutral news messages as well as persuasive and employment messages.
5. Apply proper formatting to business letters, memos, and reports.
6. Produce an attractively formatted and functional resume.
7. Use principles of research and analysis of data in the preparation of a business report.

TOPICS AND SCOPE:

1. Effective reading strategies for narrative, analytical, and persuasive text
 - a. Pre-reading strategies
 1. Set purpose
 2. Identify and analyze prior assumptions
 3. Develop expectations
 4. Apply appropriate prior knowledge
 5. Generate questions
 - b. Interactive strategies during reading
 1. Integrate pre-reading strategies
 2. Generate additional questions
 3. Develop sustained, focused reading
 4. Monitor comprehension
 5. Adjust strategies according to the author's purpose and rhetorical development
 - c. Post-reading response protocols
 1. Mark text for effective reading and study
 2. Prepare visual representations of the author's content and structure
 3. Take notes to record written and oral information and ideas
 4. Summarize important ideas and information
 5. Analyze and evaluate relationships among ideas within and across reading selections
 6. Make and support inferences and judgments
 7. Analyze and evaluate the author's assumptions, purpose, thesis, and supporting evidence
2. Communication and Electronic Technology
 - a. Communication media in business networks

- b. Communicator skills in business networks
- 3. Basic Qualities of Business Messages
 - a. Courtesy
 - b. Clarity
 - c. Conciseness
 - d. Concreteness
 - e. Correctness
 - f. Completeness
- 4. Planning and Development of Messages
 - a. Plan the message
 - b. Compose a rough draft
 - c. Edit the draft into the final message
- 5. Document Preparation
 - a. Letters
 - b. Memorandums
- 6. Good News and Neutral News Messages
 - a. Thank you messages
 - b. Inquiries and replies
 - c. Requests and responses
 - d. Orders and acknowledgements
 - e. Claims and Adjustments
- 7. Bad News Messages
 - a. Request refusals
 - b. Adjustment refusals
 - c. Credit refusals
 - d. Order refusals
- 8. Persuasive Messages
 - a. Non-routine requests
 - 1. Requests for time, money, knowledge, or support
 - 2. Requests for cooperation
 - a. Claim Messages
 - b. Collection messages
 - b. Sales Messages
- 9. Employment Messages
 - a. Resumes
 - 1. Content
 - 2. Design
 - b. Application forms
 - c. Thank you letters
 - d. Application letters
 - e. Follow up letters
 - f. Acceptance letters
 - g. Refusal letters
 - h. Resignation letters
- 10. Planning and Developing Business Reports
 - a. Report classification
 - b. Report planning
 - c. Report composition

ASSIGNMENTS:

READING ASSIGNMENTS:

Students will read a wide variety of expository, analytical, and persuasive writing. These writings may be selected from either the following list or from other sources.

- 1. Textbook selections
- 2. Magazine and journal articles
- 3. Research reports
- 4. Letters to the editor, columns, editorials
- 5. Essays

WRITING ASSIGNMENTS:

Students will read to improve the way they write and write to improve the way they read:

1. Responses to concepts in the text involving critical reflection and analysis
2. Paragraphs developed from reading assignments, using a variety of rhetorical strategies
3. Business messages
4. Library assignments
5. Total writing assignments will include approximately 7,500 words

OUTSIDE ASSIGNMENTS:

Students are expected to spend two hours outside of class for each hour of lecture doing the following:

1. Assigned chapter exercises including composition of business messages
2. Research business periodicals
3. Skill development exercises
4. Completion of business messages
5. Reading assigned chapters

ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING:

1. Analyze the desired outcome of the communication
2. Synthesize appropriate information to produce effective written communication.
3. Apply principles of effective written communication appropriate to the circumstance.
4. Express information in logical, sequential fashion with clarity and correctness.

METHOD OF INSTRUCTION:

Lecture; Class discussion and critique of written assignments; Assigned chapter exercises to be completed independent of class time

METHODS OF EVALUATION:

Substantial writing assignments including: Written Work - approximately 40%; Written Chapter Questions - approximately 20%; Exams - approximately 40%.

BASIS FOR GRADING:

The assignment of a grade is based on the level of achievement of the outcomes and objectives of the course outline and is reflected in quantifiable terms in the course syllabus.

REPRESENTATIVE TEXTBOOKS:

Essentials of Business Communication, current edition; Mary Ellen Guffey; Southwestern Publishing