

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

 X Transfer Course X A.A. Degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE: BUS 205 Business Writing

UNIT VALUE: 3

MINIMUM NUMBER OF SEMESTER HOURS: 48

BASIC SKILLS REQUIREMENTS: Appropriate language skills

ENTRANCE REQUIREMENTS

PREREQUISITE: A minimum grade of “C” in BUS 125 or eligibility determined through the Business English placement process.

COREQUISITE:

RECOMMENDED PREPARATION: ENG 100 English Composition

SCOPE OF COURSE: Principles of effective writing applied to business communications. Develops skills in analysis, organization, composition, and presentation of various types of letters, memos, and reports to elicit the desired responses. Formal analytical report required.

SPECIFIC COURSE OBJECTIVES: Successful students will:

1. Effectively apply business communication principles in different types of business letters.
2. Identify, analyze, and interpret information and/or data for presentation in memorandums and formal reports.
3. Possess communication skills for the job search and interview process through letters, resumes, and interviews.
4. Evaluate written work to determine appropriateness and accuracy of spelling, grammar, punctuation, sentence structure, and language usage.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

1. Fundamentals of Business Writing
 - a. Adaptation and the selection of words
 - b. Construction of clear sentences and paragraphs
 - c. Writing for the desired effect
2. Basic Patterns of Business Letters
 - a. Directness in initiating routine letters
 - b. Directness in routine responses
 - c. Indirectness for bad news
 - d. Indirectness in persuasion and sales writing
3. Applications to Specific Communication Situations
 - a. Memorandums
 - b. Strategy in job search and application
4. Fundamentals of Report Writing
 - a. Basics of report writing
 - b. Report structure, the shorter forms
 - c. Long, formal reports
 - d. Graphic aids to communication
5. Other Forms of Communications
 - a. Oral
 - b. Non-verbal
 - c. Listening

REQUIRED READING:

Lesikar, Raymond V., John D. Pettit, Jr., and Marie E. Flatley. Lesikar's Basic Business Communication. 9 edition. Chicago: Richard D. Irwin, 2002.

SUGGESTED READING:

REQUIRED WRITING:

Minimum of 10 business letters and memos and one or two reports. Some in-class writing is required.

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short-term classes.

Reading text. Studying lecture notes. Writing letters, memos, and reports.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
- laboratory
- lecture-laboratory combination
- directed study

DISTANCE LEARNING:

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No

If yes, check all that apply:

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes No Number of times course may be taken for credit:

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable:

CONTACT PERSON: Rena Stevens, ext. 3040

SIGNATURES ON FILE