

STV33 : Business Letter Writing

General Information

Author:	• Rosemarie Shamieh
Course Code (CB01) :	STV33
Course Title (CB02) :	Business Letter Writing
Department:	STV
Proposal Start:	Winter 2025
TOP Code (CB03) :	(0599.00) Other Business and Management
CIP Code:	(52.9999) Business, Management, Marketing, and Related Support Services, Other.
SAM Code (CB09) :	Possibly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000608722
Curriculum Committee Approval Date:	05/08/2024
Board of Trustees Approval Date:	06/18/2024
Last Cyclical Review Date:	05/08/2024
Course Description and Course Note:	STV 33 covers common practices of business letter writing including: key differences between business letters and memos and practical advice on formatting, tone, and language. Additionally, students will be introduced to the five step writing process and English essentials of proper business correspondence. Lecture/Demonstration 32 hours. Note: This course is Pass/No Pass only.
Justification:	Mandatory Revision
Academic Career:	• Noncredit
Author:	No value

Academic Senate Discipline

Primary Discipline:	• Vocational (short-term): Non-Credit
Alternate Discipline:	No value
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08)	Course Special Class Status (CB13)	Grading Basis
Course is not a basic skills course.	Course is not a special class.	• Pass / No-Pass Only
<input type="checkbox"/> Allow Students to Gain Credit by Exam/Challenge	Pre-Collegiate Level (CB21)	Course Support Course Status (CB26)
	Not applicable.	Course is not a support course

Transferability & Gen. Ed. Options

General Education Status (CB25)

Not Applicable

Transferability

Not transferable

Transferability Status

Not transferable

Units and Hours

Summary

Minimum Credit Units (CB07) 0

Maximum Credit Units (CB06) 0

Total Course In-Class (Contact) Hours 32

Total Course Out-of-Class Hours 0

Total Student Learning Hours 32

Credit / Non-Credit Options

Course Type (CB04)

Non-Credit

Noncredit Course Category (CB22)

Workforce Preparation.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Workforce Preparation Enhanced Funding.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

Weekly Student Hours

	In Class	Out of Class
Lecture Hours	32	0
Laboratory Hours	0	0
Studio Hours	0	0

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	54
Course In-Class (Contact) Hours	
Lecture	32
Laboratory	0
Studio	0
Total	32
Course Out-of-Class Hours	
Lecture	0
Laboratory	0
Studio	0
Total	0

Time Commitment Notes for Students

This is a 32 hours course.

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
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No Value	No Value	No Value	No Value
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Pre-requisites, Co-requisites, Anti-requisites and Advisories

Advisory

ESL30 - ENGLISH AS A SECOND LANGUAGE LEVEL 3

Objectives

- Write paragraphs at the low-intermediate level with sufficient unity.
- Develop coherence and mechanical accuracy.
- Demonstrate mastery of grammatical structures studied at a level sufficient to pass unit tests and the divisional grammar mastery test for this level.
- Converse at a functional level adequate for everyday use on the campus and in the community.
- Respond to questions about recorded and live speeches, dialogues, role plays, and lectures.
- Decode 2,500-word reading passages, respond to inference and recall questions, and utilize a monolingual English dictionary to advantage.

Entry Standards

Entry Standards

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction	Lecture
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Methods of Instruction	Laboratory
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Methods of Instruction Discussion

Methods of Instruction Collaborative Learning

Methods of Instruction Demonstrations

Methods of Instruction Independent Study

Out of Class Assignments

N/A

Methods of Evaluation

Rationale

Exam/Quiz/Test

Tests

Exam/Quiz/Test

Completion of required practical applications (e.g. revise a poorly written business letter)

Textbook Rationale

Both Gregg's Reference Manual (e11) and Roche, M. (2019). Business English Writing: Advanced Masterclass- How to Communicate Effectively and Communicate with Confidence: How to Write Emails, Business Letters and Business Reports are the most current versions.

Textbooks

Author	Title	Publisher	Date	ISBN
Sabin, William A.	The Gregg Reference Manual: A Manual of Style, Grammar, Usage, and Formatting	McGraw-Hill	2014	9780073397108
Marc Roche	Business English Writing: Advanced Masterclass: How to Communicate Effectively & Communicate with Confidence: to Write Email, Business Letters & Business Reports.		2019	9781793353894

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives

Course Objectives

Identify parts of a business letter.

Apply memo templates.

Compose correctly formatted letters.

Implement the five-step writing process.

SLOs

Proofread, edit, and revise business letters.

Expected Outcome Performance: 70.0

STV
Customer Service Certificate Apply strategies to better deal with challenging customers

Communicate effectively and genuinely with customers

ILOs
Core ILOs Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.

STV
General Front Office Clerk II Certificate Operate a variety of business software to create business correspondence, reports, and other related documents.

STV
General Front Office Clerk I Certificate Produce documents using a word processor.

STV
General Front Office Clerk III Certificate Support business office operations and work independently from a variety of inputs to integrate documents and data with other business applications.

Distinguish between business letters and interoffice memorandums.

Expected Outcome Performance: 70.0

STV
Customer Service Certificate Apply strategies to better deal with challenging customers

Communicate effectively and genuinely with customers

ILOs
Core ILOs Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.

STV
General Front Office Clerk II Certificate Operate a variety of business software to create business correspondence, reports, and other related documents.

STV
General Front Office Clerk I Certificate Produce documents using a word processor.

STV
General Front Office Clerk III Certificate Support business office operations and work independently from a variety of inputs to integrate documents and data with other business applications.

Write appropriately formatted business letters and memos.

Expected Outcome Performance: 70.0

STV Customer Service Certificate	Apply strategies to better deal with challenging customers
	Communicate effectively and genuinely with customers
ILOs Core ILOs	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.
	Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.
STV General Front Office Clerk II Certificate	Operate a variety of business software to create business correspondence, reports, and other related documents.
STV General Front Office Clerk I Certificate	Produce documents using a word processor.
STV General Front Office Clerk III Certificate	Support business office operations and work independently from a variety of inputs to integrate documents and data with other business applications.

Additional SLO Information

Does this proposal include revisions that might improve student attainment of course learning outcomes?

No

Is this proposal submitted in response to learning outcomes assessment data?

No

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

Business Letter Layout, Parts, and Styles (8 hours)

- Block
- Modified block
- Friendly
- Envelopes

Business Memo Parts (4 hours)

- Understand memo formatting
- Apply computer memo template usage

Composition of Letters (16 hours)

- Boilerplates
- Direct vs indirect address and goodwill
- Introduction of the five step writing process
- Analyze and evaluate interoffice memo content

English Essentials (4 hours)

- Practice appropriate sentence writing techniques

Total hours: 32

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

No Value

Repeatability

Repeatable

Justification (if repeatable was chosen above)

Non-credit courses

Resources

Did you contact your departmental library liaison?

No

If yes, who is your departmental library liaison?

No Value

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No Value

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

- No

If additional resources are needed, add a brief description and cost in the box provided.

No Value