

STV31 : Business Writing: Email

General Information

Author:	<ul style="list-style-type: none">Rosemarie Shamieh
Course Code (CB01) :	STV31
Course Title (CB02) :	Business Writing: Email
Department:	STV
Proposal Start:	Spring 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) :	CCC000608721
Curriculum Committee Approval Date:	05/22/2024
Board of Trustees Approval Date:	07/16/2024
Last Cyclical Review Date:	05/22/2024
Course Description and Course Note:	Students in STV 31 discuss various terms, actions, structure, and features of email communication in a business setting. The course covers professional email writing practices, readability, etiquette, threats and protection. Lecture/Demonstration: 24 hours. This is a pass/ no pass course.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none">Noncredit
Mode of Delivery:	
Author:	
Course Family:	

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">Vocational (short-term): Non-Credit
Alternate Discipline:	No value
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08) Course is not a basic skills course. <input type="checkbox"/> Allow Students to Gain Credit by Exam/Challenge	Course Special Class Status (CB13) Course is not a special class. Pre-Collegiate Level (CB21) Not applicable.	Grading Basis <ul style="list-style-type: none">Pass / No-Pass Only Course Support Course Status (CB26) Course is not a support course
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General Education and C-ID

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 24

Total Course Out-of-Class Hours 0

Total Student Learning Hours 24

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	24	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 24

Laboratory 0

Studio 0

Total 24

Course Out-of-Class Hours

Lecture 0

Laboratory 0

Studio 0

Total 0

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

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

Methods of Instruction

Laboratory

Methods of Instruction

Multimedia

Methods of Instruction

Collaborative Learning

Methods of Instruction

Demonstrations

Methods of Instruction

Presentations

Methods of Instruction

Discussion

Methods of Instruction

Independent Study

Out of Class Assignments

N/A

Methods of Evaluation

Rationale

Exam/Quiz/Test

Tests

Activity (answering journal prompt, group activity)

Classroom activities

Activity (answering journal prompt, group activity)

Completion of required practical applications

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	McGraw-Hill	2014	9780071051156
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

Write concrete email messages.

Demonstrate proficiency in email etiquette.

Apply editing and proofreading skills.

Create email messages appropriate for the workplace.

SLOs

Compose and layout email messages and respond to emails initiated by others.

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.

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.

Proofread, edit, and revise email documents. 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.

Choose appropriate language and apply email etiquette. 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. Practice ethical and responsible behavior within personal, academic, professional, social, and societal contexts; recognize and welcome diverse lifestyle choices that promote physical, intellectual, psychological, and social well-being.
STV General Front Office Clerk I Certificate	Demonstrate general office etiquette. Produce documents using a word processor.
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 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

English Essentials (4 hours)

- Commonly misused words and phrases

Email Structure and Readability Techniques (16 hours)

- Email formatting
- Editing and proofreading
- Content and tone
- Email etiquette
- Writing power tools and strategies

Using Email Smartly and Safely (4 hours)

- Detecting email threats: hoaxes, scams, malware
- Protection

Total Hours: 24

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 liason?

No Value

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No

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