

STV33 : Workplace Writing: From Emails to Letters

General Information

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Attachments:	Distance Education (DE) Individual Course Addendum Form - STV_33 (CE) COR 5:26:21 Code 6:13:21.pdf
Course Code (CB01) :	STV33
Course Title (CB02) :	Workplace Writing: From Emails to Letters
Department:	STV
Proposal Start:	Spring 2026
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) :	CCC000653878
Curriculum Committee Approval Date:	03/12/2025
Board of Trustees Approval Date:	04/22/2025
Last Cyclical Review Date:	05/08/2024
Course Description and Course Note:	STV 33 is a dynamic course designed to elevate students' writing skills to craft professional emails, memos, and business letters. Students will discover key differences between each form of correspondence and gain expert tips on formatting, tone, and language that ensures clarity and professionalism. From mastering email etiquette and security practices to learning the five-step writing process, this course equips participants with the tools for impactful, clear, and concise communication in today's business environment. Lecture/Demonstration 48 hours. Note: This course is Pass/No Pass only.
Justification:	
Academic Career:	<ul style="list-style-type: none">Noncredit
Mode of Delivery:	<ul style="list-style-type: none">In-PersonRemoteHybrid
Author:	No value
Course Family:	No value

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.

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

- Pass / No-Pass Only

Course Support Course Status (CB26)

Course is not a support course

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	48
Total Course Out-of-Class Hours	0
Total Student Learning Hours	48

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	48	0

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	54

Laboratory Hours	0	0
Studio Hours	0	0

Course In-Class (Contact) Hours	
Lecture	48
Laboratory	0
Studio	0
Total	48

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

Prerequisites, Corequisites, Recommended Corequisites, and Recommended Preparation

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

Description

No value

No value

Course Limitations

Cross Listed or Equivalent Course

Description

No value

No value

Requisite Validation

Upload Statistical Validation and/or other documents (if necessary)

No Value

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 and 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: 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				

Learning Outcomes
Course Objectives

Identify and distinguish the key components of business emails, memos, and letters.

Compose well-structured emails, memos, and letters using appropriate formatting.

Apply the 7 C's of Writing- Clear, Concise, Concrete, Correct, Coherent, Complete, and Courteous- to improve writing quality.

SLOs

Proofread, edit, and revise business emails, memos, and 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.
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STV General Front Office Clerk II Certificate	Operate a variety of business software to create business correspondence, reports, and other related documents.
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STV General Front Office Clerk I Certificate	Produce documents using a word processor.
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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.
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Compose and format a variety of business correspondence.

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.
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STV General Front Office Clerk II Certificate	Operate a variety of business software to create business correspondence, reports, and other related documents.
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STV General Front Office Clerk I Certificate	Produce documents using a word processor.
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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.
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Choose appropriate language and apply letter and 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.
	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

Introduction to Business Written Communication Essentials (4 hours)

- Overview of different formats (email, memo, letter)
- Audience and purpose
- Direct vs indirect/Formal vs Informal

Business Email Writing – Structure & Etiquette (12 hours)

- Email structure and formatting
- Content, Tone, Netiquette
- Smart Practices
 - Distribution lists
 - Subjects
 - Reply, Reply all, Forward, Courtesy Copy, and Blind Courtesy Copy
 - Inbox organization
 - Best practices
- Practice writing emails

Using Email Smartly and Safely (4 hours)

- Detecting email threats: hoaxes, scams, malware protection

Business Memos—Structure and Practice (4 hours)

- Memo format (heading, subject, to/from, body, call to action).
- Differences between memos and emails.
- Apply computer memo template usage
- Practice

Business Letter Writing-Fundamentals: Layout, Parts, and Styles (10 hours)

- Parts of a business letter
- Letter styles: Block, Modified block, Friendly
- Understand differences/similarities between letters and memos
- Practice

Composition of Letters (14 hours)

- Boilerplates
- 7Cs of writing: Clear, Concise, Considerate, Correct, Coherent, Complete, and Courteous
- Overview of the five-step writing process
- Introduction and proper use of Generative AI
- Practice and case studies

Total hours: 48

Additional Information

Repeatability

Repeatable

Justification (if repeatable was chosen above)

Non-credit courses

Is it possible this course will have a material fee?

No

I have contacted my library liaison (<https://campusguides.glendale.edu/faculty/liasons>):

No

What term(s) will this course be offered?

Fall/Winter/Spring/Summer

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