

COURSE SYLLABUS

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| Course Title: | Writing For Business | | Date submitted: | Spring 2015 (AAC: 15-37) |
| Department: | Humanities | | | |
| Curriculum: | Writing | | | |
| Course Descriptors: Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system. | Course Code: (eg. ACC 101) | ENG*106 | Prerequisites: | |
| | Course Type: | L/D | C- or better in Composition (ENG*101) or permission of Department Chair | |
| | A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: Internship M: Seminar P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/Clinical/Lab Z: Combined Lecture/Studio | | | |
| | Elective Type: | E/G/HU/LAS | | |
| | AH: Art History E: English FA: Fine Arts FL: Foreign Language G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences M: Math S: Science SS: Social Science | | | |
| | Credit Hours: | 3 | Corequisites: | |
| | Developmental: (yes/no) | No | None | |
| | Contact Hours: | Lecture: 3 Clinical: 0 Lab: 0 Studio: 0 Other: 0 TOTAL: 3 | | |
| | Class Maximum: | 24 | Other Requirements: | |
| | Semesters Offered: | F/Sp/Su | None | |
| Catalog Course Description: | Students develop effective written communication skills for contemporary business, industry and professional settings. The course also introduces students to essential oral presentation and interaction skills, and employment preparation. Focusing on workplace requirements for written documents and presentations, students learn to utilize various print and technological resources including the Internet. | | | |
| Topical Outline: List course content in outline format. | <ol style="list-style-type: none"> 1. Communicating in Today's Workplace 2. Developing Team, Listening, and Etiquette Skills 3. Communicating Across Cultures 4. The Writing Process for Business Situations 5. Email and Memorandums 6. Positive Letters and Messages 7. Persuasive and Marketing Messages 8. Negative Messages 9. Business Reports 10. The Job Search: Resumes, Cover Letters, Interviewing Techniques | | | |

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| | <p>11. Business Presentations</p> |
| <p>Outcomes: Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.</p> | <p>Upon successful completion of this course, the student will be able to do the following:</p> <p>COURSE:</p> <ol style="list-style-type: none"> 1. understand and apply communication processes used in today's technological business office 2. analyze business documents and compose business communication using the appropriate writing strategy 3. prepare a resume packet which will include an application letter, resume, and follow-up letter 4. research and write a business report utilizing the library, the internet, informational interview, and other appropriate sources 5. prepare and deliver an oral presentation of the research <p>PROGRAM: N/A</p> <p>GENERAL EDUCATION:</p> <ol style="list-style-type: none"> 2. Critical Analysis/ Logical Thinking - Students will be able to organize, interpret, and evaluate evidence and ideas within and across disciplines; draw reasoned inferences and defensible conclusions; and solve problems and make decisions based on analytical processes. <p>Demonstrates: Identifies the issue(s); formulates an argument; explains and analyzes relationships clearly; draws reasonable inferences and conclusions that are logical and defensible; provides support by evaluating credible sources of evidence necessary to justify conclusions.</p> <p>Does Not Demonstrate: Identifies few or no issues; formulates an argument without significant focus; provides an unclear explanation of analysis and relationships; drawing few reasonable inferences and conclusions that are illogical and indefensible; provides little to no support using credible sources of evidence necessary to justify conclusions.</p> 6. Oral Communication (embedded) - Students will be prepared to develop oral messages of varying lengths and styles that communicate effectively and appropriately across a variety of settings. <p>Demonstrates: Delivers oral presentations with information and/or analysis appropriate for the rhetorical situation. Content is reinforced by appropriate verbal and nonverbal communication.</p> <p>Does Not Demonstrate: Oral presentations lack information and/or analysis appropriate for the rhetorical situation. Content may not be reinforced by appropriate verbal and nonverbal communication.</p> 11. Written Communication (embedded) - Students will be prepared to develop written texts of varying lengths and styles that communicate effectively and appropriately across a variety of settings. <p>Demonstrates: Writes articulate texts using appropriate evidence and appeals as determined by the rhetorical situation.</p> <p>Does Not Demonstrate: Writes texts lacking appropriate evidence and appeals as determined by the rhetorical situation.</p> |
| <p>Evaluation: List how the above outcomes will be assessed.</p> | <p>Assessment will be based on the following criteria:</p> <ol style="list-style-type: none"> 1. student's resume 2. cover letters 3. employment application 4. written report and oral presentation on a researched company documented using APA style format |

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| <p>Instructional Resources:</p> <p>List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.</p> | <p>Required: None Desired: None</p> |
| <p>Textbook(s)</p> | <p>Business Communication, Guffey Cengage Learning.</p> |