January 2012

COURSE OUTLINE

BUSINESS ADMINISTRATION 106Written Business Communications

I. Catalog Statement

Business Administration 106 is a writing course for students completing programs in business. The course prepares students to accomplish tasks and solve problems through the written word. The mechanics, strategies, and processes of technical writing, as well as creative and critical thinking skills, are applied to a variety of tasks which simulate typical events in business. Techniques are covered for creating effective business letters, information summaries, proposals, and reports, including references and research sources and appropriate styles and formats. In addition, original essays responding to a review of rhetorical works in the fields of business and economics will be prepared. The impact of organizational procedures on business communications is explored, and the automated technology which facilitates this communication is applied to a variety of tasks common to the business organization.

Total Lecture Units: 3.0 **Total Course Units: 3.0**

Total Lecture Hours: 64

Total Faculty Contact Hours: 64

Prerequisite: Eligibility for English 101 or completion of CABOT 105.

Recommended preparation: Concurrent enrollment or completion of CABOT 107.

II. Course Entry Expectations

Prior to enrolling in the course, the student should be able to:

- 1. analyze and classify topics and ideas to formulate well-organized responses to entry-level case studies and other expository composition related to business;
- 2. solve problems and accomplish tasks through written communication;
- 3. initiate entry-level correspondence and respond to correspondence initiated by others;
- 4. choose appropriate language designed to enhance human relations and build goodwill;
- 5. evaluate and critique composition according to standards of effective business writing;
- 6. paraphrase and summarize information;

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- 7. formulate summaries, and opinions as essay responses to works in business-related fields;
- 8. proofread, edit, and revise composition;
- 9. use library databases to gather research materials related to a business topic.

III. Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

- 1. analyze and classify topics and ideas to formulate well-organized responses to case studies and other expository composition related to business;
- 2. solve problems and accomplish tasks through written communication;
- 3. initiate correspondence and respond to correspondence initiated by others;
- 4. choose appropriate language designed to enhance human relations and build goodwill;
- 5. evaluate and critique composition according to standards of effective technical writing:
- 6. paraphrase, summarize, and document information from research sources;
- 7. formulate summaries, analyses, recommendations, and opinions as essay responses to works in business-related fields;
- 8. evaluate and select information from expository sources to support opinions, conclusions, or recommendations included in original essays and reports;
- 9. proofread, edit, and revise composition;
- 10. use automated technology to perform communication tasks.

IV. Course Content

Total Contact Hours = 64

A. Review of Sentences and Paragraphs

6 hours

- 1. Grammar and punctuation
- 2. Internal structure
- 3. Patterns
- 4. Common composition errors

B. The Communication Process

8 hours

- 1. Basic principles of communication
- 2. Obstacles to effective communication
- 3. The impact of automated technology on communication

C. Types and Formats of Business Messages

8 hours

- 1. Letters
- 2. Memos
- 3. E-mail messages
- 4. Reports

D. Organizing, Composing, and Revising Business Messages

18 hours

- 1. Routine business messages
- 2. Negative messages

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- 3. Persuasive/Sales messages
- 4. Goodwill and special messages

E. Classifying Business Reports

4 hours

- 1. Formal and informal
- 2. Informational and analytical
- 3. Letter, memo, and report formats

F. Preparing Reports and Proposals for Business

20 hours

- 1. Defining the report topic or problem
- 2. Researching a business topic using manual search techniques
- 3. Researching a business topic using the World Wide Web and electronic databases
- 4. Evaluating sources of business data
- 5. Organizing and documenting report data
- 6. Using graphic aids to present data
- 7. Developing conclusions and recommendations
- 8. Composing and revising the report

V. Methods of Presentation

The following instructional methodologies may be used in the course:

- 1. Lecture/demonstration
- 2. Interactive discussion
- 3. Hands-on activities and exercises
- 4. Online activities

VI. Out of Class Assignments

VII. Methods of Evaluation

- 1. Pretest
- 2. Objective Tests
- 3. Writing Assignments: Letters (using various business formats for standard business purposes); Memorandums (standard styles); and Business Reports of various types including those that require research (Library and Internet)
- 4. Collaborative Activities: mock interviews, surveys, and other group activities
- 5. Final Project: Research Report

VIII. Textbook

Guffey, Mary Ellen, Essentials of Business Communication, 8th ed.

Cincinnati: South-Western College Publishing, 2010.

12th Grade Textbook Reading Level. ISBN 0-324-58800-2

IX. Student Learning Outcomes

Upon successful completion, the student will be able to:

- 1. analyze and classify topics and ideas to formulate well-organized responses to case studies and other expository business composition;
- 2. initiate correspondence and respond to correspondence initiated by others;
- 3. formulate summaries, analyses, recommendations, and opinions in response to works in business-related fields;
- 4. evaluate and select information from expository sources to support opinion, conclusions, or recommendations included in original essays and reports;
- 5. use automated technology to perform communication tasks.