

COURSE OUTLINE

BMGT-175

Business Communications

3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

After successful completion of this course, the student will be able to discriminate between examples of writing that have the qualities of an effective letter and those that do not. The student will be able to detect why a letter is not effective and change it into a well-written letter. The student will be able to write letters in the following areas: inquiries and replies, sales, adjustment, credit and collection, goodwill, and employment. (3 hours weekly)

Overall Course Objectives

Upon completion of this course, the student will be able to:

1. Format a business letter.
2. Understand the elements that enhance or destroy the tone of a letter.
3. Write letters using the "you" attitude.
4. Use a positive viewpoint in thinking and writing, even in a negative writing situation.
5. Give an acceptable definition of goodwill and its role in business correspondence.
6. List the steps in planning a business letter and use these steps in preparing business letters.
7. Avoid using trite and unnatural expressions.
8. Show originality of expression in the opening and the closing lines of a business letter.
9. Identify examples of good and bad writing.
10. Edit and proofread for well-chosen words and phrases, well-constructed sentences, and well-developed paragraphs.
11. Evaluate a situation and decide whether a direct, an indirect or a persuasive psychological pattern is needed.
12. Write the routine types of letters that typically confront most business people.

Major Topics

- I. Effective Letter Layout
- II. Using Courtesy and Consideration in Writing
 - A. Human Relations
 - B. Style
 - C. Tone

III. Using Logical Organization in Writing

- A. Planning the Message
- B. Composing the Message
- C. Evaluating the Writing
- D. Proofreading

IV. Using Psychological Organization

- A. The Direct Pattern
- B. The Indirect Pattern
- C. The Persuasive Pattern

V. Application of Principles to Everyday Correspondence

- A. Good News and Routine Messages
- B. Bad News Messages
- C. Persuasion Messages
 - 1. Sales Letters
 - 2. Employment Letters
 - 3. Credit and Collection Letters

Course Requirements

Grading/exams: Specific assignments and procedures for evaluating student performance in the class (i.e., grading) will be described in the individual class syllabus, but will include the following:

- 1. Written tests
- 2. Computer hands-on tests
- 3. Projects