

COURSE OUTLINE

BMGT-178

Business Writing

1 Semester Hour

HOWARD COMMUNITY COLLEGE

Description

After successful completion of this course, the student will be able to select examples of writing that have the qualities of effective written business communications. The student will be able to develop effective workplace writing strategies. (1 hour weekly)

Overall Course Objectives

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

1. Describe the business writing process.
2. Use the seven traits of business writing as a benchmark to critique his/her written.
3. Test the effectiveness of business communication using the six "Cs" of business correspondence.
4. Construct essential written documents when applying for a job.
5. Create written business correspondence that is appropriate for specific business situations.
6. Use a positive viewpoint in thinking and writing in varying situations.
7. Identify examples of good and bad writing.
8. Utilize effective editing and proofreading skills.
9. Evaluate a situation and decide whether a direct, an indirect, or a persuasive psychological pattern is needed.
10. Incorporate grammar and punctuation principles in written documents.

Major Topics

- I. Grammar and Punctuation Review
 - A. Fragments
 - B. Subject-verb agreement
 - C. Pronoun agreement
 - D. Capitalization
 - E. Punctuation
- II. The Seven Traits of Business Writing
- III. The Six "Cs" of Effective Business Correspondence
- IV. Job Search Documents
 - A. Cover Letter
 - B. Resume
 - C. Thank-you letter
- V. Business Correspondence
 - A. Good News and Routine Messages
 - B. Bad News Messages
 - C. Persuasive Messages
 - D. Reports and Proposals
 - E. E-Mail Messages
 - F. Letters
 - G. Business Memos

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 written tests, homework assignments, and brief in-class activities.

Other Course Information

This class may meet on a compressed schedule. This course is a business elective.