

# 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 discriminate between examples of writing that have the qualities of an effective letter and those that do not. In addition, the student will learn effective writing strategies for the workplace.

### **Overall Course Objectives**

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

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

### **Major Topics**

- I. Grammar and Punctuation Review
  - A. Fragments
  - B. Subject-verb agreement
  - C. Pronoun agreement
  - D. Capitalization
  - E. Punctuation
- II. Qualities of Effective Messages

- III. Planning and Developing Messages
  - A. Planning the Message
  - B. Composing the Message
  - C. Evaluating the Message
  - D. Proofreading
- IV. Application of Principles to Everyday Correspondence
  - A. Good News and Routine Messages
  - B. Bad News Messages
  - C. Persuasion Messages
  - D. Employment Messages and Resumes

### **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. Homework assignments

### **Other Course Information**

This class meets 3 hours a week for 6 weeks.