

## Business Letter and Report Writing

### Course Outline BUS209

**Organization:** Mercer County Community College

**Course Number:** BUS209

**Credits:** 3

**Contact Hours:** 3

**Last Revision:** Spring 2019

**Course Coordinator:** Kristen Callahan

**Catalog Description:** Practical strategies for developing a clear writing style: organizing ideas, choosing effective words and composing concise paragraphs that make writing clear and persuasive. Includes letters of inquiry, claim, collection, and adjustment as well as resumes and cover letters. Requires a written business report and the preparation of a presentation.

**Prerequisites:** ENG101 or equivalent background

**Textbook:** Mary Ellen Guffey. *Essentials of Business Communication*. (Contact MCCC bookstore for correct edition.)

## Core Competencies/Goals

### Model effective communication skills including verbal, non-verbal and listening.

#### Learning Objectives

- Describe the importance of becoming an effective business communicator in today's changing workplace.
- Explain the process of communication.
- Discuss the effects of changing markets, work practices, and workforce.
- Analyze nonverbal communication and explain techniques for improving nonverbal communication.
- Identify barriers to effective listening and techniques to become an active and effective listener.

### Demonstrate acceptable writing and editing techniques.

#### Learning Objectives

- Create messages that spotlight audience benefits and cultivate a "you" attitude.
- Explain the need for inclusive language, plain expression, and familiar words.
- Identify technology used to improve business writing.
- Contrast formal and informal methods of researching data and generating ideas for messages.
- Compare direct and indirect patterns for organizing ideas.

- Distinguish components of complete and effective sentences.
- Understand the difference between revision/editing and proofreading.
- Revise messages to achieve concise and effective wording.
- Describe effective techniques for proofreading routine and complex documents.

### **Prepare effective business correspondence.**

#### **Learning Objectives**

- Write e-mail messages and memos that: provide instruction/directions, make requests, and respond to other documents.
- Write direct letters and goodwill messages.
- Write persuasive messages.
- Write bad-news messages.

### **Prepare workplace data in formal and informal report formats.**

#### **Learning Objectives**

- Define report problems.
- Use appropriate source documentation methods.
- Analyze data for reports.
- Write a formal business report.

### **Analyze effective speaking techniques.**

#### **Learning Objectives**

- Discuss improving face-to-face workplace communication.
- Specify procedures for promoting positive workplace relations through conversation.
- Review techniques for offering constructive criticism on the job, responding professionally to workplace criticism, and resolving workplace conflicts.
- Identify ways to polish your telephone skills, including traditional phones and cell phones.
- Discuss procedures for planning and participating in productive business and professional meetings
- Outline the important steps in preparing an effective oral presentation.
- Explain the major elements in organizing the content of a presentation.
- Specify delivery techniques for use before, during and after a presentation.

### **Demonstrate the procedure and prepare the documents for an employment search.**

#### **Learning Objectives**

- Compare and contrast chronological, functional, and combination resumes.
- Organize and format the parts of a resume to produce a persuasive product.
- Identify techniques that prepare a resume for computer scanning, posting at a website, faxing, and e-mailing.
- Write a persuasive job application letter.

- Explain how to prepare for employment interviews.
- Write follow-up letters and other employment messages.

### ***Evaluation of Student Learning***

#### **Grading Rationale**

- Written Assessment (Homework, Quizzes, Tests) 50%
- Discussion Forums/Participation 15%
- Business Reports 20%
- Oral Presentation 15%

#### **Academic Integrity Statement**

“A student who a) knowingly represents work of others as his/her own, b) uses or obtains unauthorized assistance in the execution of any academic work, or c) gives fraudulent assistance to another student is guilty of cheating. Violators will be penalized.” (Student Handbook)

#### **Reasonable Accommodations for Students with Documented Disabilities**

Mercer County Community College is committed to supporting all students in their academic and co-curricular endeavors. Each semester, a significant number of students document disabilities, which may require learning, sight, hearing, manual, speech, or mobility accommodations to ensure access to academic and co-curricular activities. The college provides services and reasonable accommodations to all students who need and have a legal entitlement to such accommodations.

For more information regarding accommodations, contact the Office of Academic Support Services at 609.570.3422.

**Note:** Any exception to the above-stated policies can be made at the discretion of the instructor on an individual basis.