



COURSE OUTLINE : BUSAD 106

D Credit – Degree Applicable

COURSE ID 005124

Cyclical Review: September 2020

COURSE DISCIPLINE : BUSAD
COURSE NUMBER : 106
COURSE TITLE (FULL) : Written Business Communications
COURSE TITLE (SHORT) : Written Business Commun

CATALOG DESCRIPTION

BUSAD 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 are 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: 2.50

Total Laboratory Units: 0.50

Total Course Units: 3.00

Total Lecture Hours: 45.00

Total Laboratory Hours: 27.00

Total Laboratory Hours To Be Arranged: 0.00

Total Contact Hours: 72.00

Total Out-of-Class Hours: 90.00

Prerequisite: ENGL 101.



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ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1				prepare a research paper using proper documentation and format;	Yes
2				use terminology related to business documents.	Yes
3	ENGL	101	Introduction to College Reading and Composition	find, evaluate, analyze, and interpret primary and secondary sources, incorporating them into written essays using appropriate documentation format;	Yes

EXIT STANDARDS

- 1 Solve problems and accomplish tasks through written communication;
- 2 respond to correspondence originated by others and originate correspondence;
- 3 choose appropriate language designed to enhance human relations and build goodwill;
- 4 evaluate and critique composition according to standards of effective technical writing;
- 5 paraphrase, summarize, and document information from research sources;
- 6 devise opinions and recommendations as responses to work in business related fields;
- 7 select appropriately evaluated information from informative sources to support conclusions or recommendations for business reports and essays;
- 8 proofread, edit, and revise composition.

STUDENT LEARNING OUTCOMES

- 1 formulate summaries, analyses, recommendations, and opinions in response to works in business related fields
- 2 evaluate and select information from expository sources to support opinion, conclusions, or recommendations included in original essays and reports
- 3 use technology to perform communication tasks

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	Review of Sentences and Paragraphs <ul style="list-style-type: none"> • Grammar and punctuation • Internal structure • Patterns • Common composition errors 	6	0	6



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2	B. The Communication Process <ul style="list-style-type: none"> • Basic principles of communication • Obstacles to effective communication • The impact of automated technology on communication 	7	0	7
3	C. Types and Formats of Business Messages <ul style="list-style-type: none"> • Letters • Memos • E-mail messages • Reports 	7	0	7
4	D. Organizing, Composing, and Revising Business Messages <ul style="list-style-type: none"> • Routine business messages • Negative messages • Persuasive/Sales messages • Goodwill and special messages 	6	10	16
5	E. Classifying Business Reports <ul style="list-style-type: none"> • Formal and informal • Informational and analytical • Letter, memo, and report formats 	4	0	4
6	F. Preparing Reports and Proposals for Business <ul style="list-style-type: none"> • Defining the report topic or problem • Researching a business topic using the World Wide Web and electronic databases • Evaluating sources of business data • Organizing and documenting report data • Using graphic aids to present data • Developing conclusions and recommendations • Composing and revising the report 	14	18	32
				72

OUT OF CLASS ASSIGNMENTS

- 1 letters (e.g.: using various business formats for standard business purposes); memorandums (standard styles); and business reports of various types including those that require research (library and open web sources);
- 2 group assignments (e.g.: mock interviews, surveys)
- 3 business reports and analyses



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METHODS OF EVALUATION

- 1 pretest;
- 2 quizzes;
- 3 midterm examination;
- 4 final research report;
- 5 final examination.

METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	ISBN	Date
Essentials of Business Communication		Boston: Cengage	11		Guffey, Mary Ellen	978-1337386494	2019