

# COMMON COURSE OUTLINE

## ENGL 239 Business Communications 3 Semester Hours

### THE COMMUNITY COLLEGE OF BALTIMORE COUNTY

#### Description

Students focus on three aspects of effective business communications: the written, the oral, and the visual (with an emphasis on the written). They analyze business situations which require a response; they identify the purpose and audience of each response; and then they design, draft, revise and deliver this response to its audience.

Prerequisite: Successful completion of ENGL 101 with a “C” or better.

#### Overall Course Objectives

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

1. Apply a generative and recursive writing process (including invention, planning, drafting, revising, editing, and proofreading) to writing business letters and reports.
2. Analyze common business problems and develop creative solutions to these problems.
3. Identify the purpose of each letter, report or speech according its need to inform or to argue.
4. Analyze the purpose of each written document or speech to determine the appropriate format and graphics
5. Analyze the readers or audience to determine appropriate language, organization, level of detail, graphics, and style.
6. Write whole letters and reports and deliver speeches with clear statements of purpose and scope .Use coherent and unified paragraphs for all written documents.
7. For written communication, use a variety of rhetorical strategies to explain solutions to complex business problems or to argue for one solution over another.
8. For oral communication, use a variety of rhetorical strategies to explain solutions to complex business problems or to argue for one solution over another.
9. Conduct research for reports using print and electronic resources.
10. Include direct quotations and paraphrases in reports.

11. Provide documentation for all sources using manuals of style commonly found in business.
12. Edit and revise letters and reports to conform to grammar and punctuation rules of standard written English.
13. Collaborate with peers to brainstorm, plan, edit and revise letters and reports.

### **Major Topics**

- I.** Correspondence
- II.** Reports Major Formal Report -- based on recommendations
- III.** Resume and Letter of Application
- IV.** Oral Presentations -- including impromptu and extemporaneous speeches
- V.** Writing Standards including Unity, Accuracy, Completeness
- VI.** The Writing Process, including brainstorming, drafting based on rhetorical strategies, revising and editing
- VII.** Collaboration
- VIII.** Documenting Sources
- IX.** Review of grammar, punctuation, and common homophones (words that sound alike but are spelled differently)

### **Course Requirements**

1. Two letters (selected from good news, bad news, complaint, adjustment)
2. Two Short Informal Reports (selected from informational, instructions, proposals, recommendations) and including graphics
3. One Major Formal Report including graphics
4. One Letter of Application and Its Accompanying Resume
5. One Oral Presentation

### **Other Course Information**

This course is required in certain curricula and is an elective in others. It is offered in both the traditional class setting and on-line.