

COMMON COURSE OUTLINE (Revised 9/27/04)

MGNT 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. The course provides a brief review of English mechanics and organization followed by assignments in writing business letters, memoranda, e-mail correspondences, job descriptions, performance evaluations, a job resume, a job application letter, and several business memo reports.

NOTES:

- MGNT 239 is the same as ENGL 239. Credit can be earned for one course only.
- Prerequisite: ENGL 101.

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 documents.
2. Identify and analyze the purpose and audience of each letter, report or speech, according to its need to inform or to argue, to determine appropriate format and graphics, and to determine appropriate language, organization, level of detail, graphics, and style.
3. Write whole letters and reports and deliver speeches with clear statements of purpose and scope, using coherent and unified paragraphs for all written documents.
4. For written and oral communication, use a variety of rhetorical strategies to explain solutions to complex business problems or to argue for one solution over another.
5. Conduct research for reports, using print and electronic resources.
6. Include direct quotations and paraphrases in reports and provide documentation for all sources using manuals of style commonly found in business.

7. Edit and revise letters and reports to conform to grammar and punctuation rules of standard written English.
8. Collaborate with peers to brainstorm, plan, edit, and revise letters and reports.

Major Topics

- Correspondence – business letters, memoranda, e-mail correspondence
- Informal Reports
- Formal Report
- Resume and Letter of Application
- Oral Presentations -- including impromptu and extemporaneous speeches (Powerpoint is recommended)
- Writing Standards including unity, accuracy, and completeness
- The Writing Process, including brainstorming, drafting based on rhetorical strategies, revising, and editing
- Collaboration
- Documenting Sources
- Review of grammar, punctuation, and common homophones (words that sound alike but are spelled differently)

Course Requirements

- Examination(s) and periodic quizzes
- Class participation and collaboration
- Written Assignments -
 1. Letters (selected from good news, bad news, complaint, adjustment, etc.)
 2. Short Informal Reports (selected from informational, instructions, proposals, recommendations, etc.) and including graphics
 3. Major Formal Report including graphics
 4. Letter of Application and its accompanying resume
- Group/Individual student presentations

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.

September 2004