SYLLABUS

DIVISION: Business and Engineering Technology   **REVISED:** Spring/2014

CURRICULA IN WHICH COURSE IS TAUGHT: Administrative Support Technology

COURSE NUMBER AND TITLE: BUS 235 Business Letter Writing

CREDIT HOURS: 3 **HOURS/WK LEC:** 3 **HOURS/WK LAB:** N/A **LEC/LAB COMB:** N/A

I.   **CATALOG DESCRIPTION:** This course further develops English grammar and punctuation skills. Focus is placed on the application of composition principles to business correspondence and reports (including presentation of data in various chart formats). This course also focuses on preparing effective communications with customers, suppliers, employees, the public, and other business contacts.

II.   **RELATIONSHIP OF THE COURSE TO CURRICULA OBJECTIVES:** This course provides students with skills necessary to communicate effectively in writing in composing a variety of business correspondence used in an office environment.

III.   **REQUIRED BACKGROUND/PREREQUISTIES:**
        Pre-Requisites: AST 102/104, ENG 134 and/or ENG135 co-requisite with BUS 235.

IV.   **COURSE CONTENT:**

- English grammar and punctuation review.

- Memo and business letter parts and styles.

- Correspondence organization and revision skills.

- Writing strategies and techniques.

- Composition of business letters/memos to accomplish specific purposes.

- Application of keyboarding and computer skills.

- Proofreading skills.

V. THE FOLLOWING GENERAL EDUCATION OBJECTIVES WILL BE ADDRESSED IN THIS COURSE (Place X by all that apply)

x	Communication		Personal Development
x	Critical Thinking		Quantitative Reasoning
	Cultural and Social Understanding		Scientific Reasoning
x	Information Literacy		

VI. LEARNER OUTCOMES	VII. EVALUATION
Learner outcome (starts with verb) • Develop grammatically-correct sentences.	**Evaluation method** Textbook exercises Case Studies (Composing letters) Chapter tests Chapter quizzes Self-Assessment quizzes
Learner outcome • Develop and organize well-sequenced paragraphs.	**Evaluation method** Textbook exercises Case Studies (Composing letters) Chapter tests Chapter quizzes Self-Assessment quizzes
Learner outcome • Create effective letters to accomplish specific purposes in business relationships.	**Evaluation method** Textbook exercises Case Studies (Composing letters)
Learner outcome • Effectively edit, revise, and format business letters.	**Evaluation method** Textbook exercises Case Studies (Composing letters)
Learner outcome • Understand and correctly spell vocabulary words commonly used in business transactions and relationships.	Textbook exercises Case Studies (Composing letters) Chapter tests Chapter quizzes