

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Office Professional Program
Revision Date: 01-10-22

[Syllabus Statements](#)

I. CATALOG DESCRIPTION

Course Number: ENGL1110
Course Title: Business Communications
Prerequisite(s): Appropriate placement score OR grade of “C” or higher in ENGL0985 (formerly ENGL0980).

Catalog Description: Study of principles and techniques of writing effective business letters, electronic and written messages, and reports through the process of planning, writing, editing, and revising for the intended audience. Students will practice using the principles of grammar, punctuation, and correct word usage that have practical application in writing for business purposes.

Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will teach students to*

- A. Recognize the relationship between effective communication skills and the achievement of academic and professional success.
- B. Understand the audience-oriented approach and the writing process of planning, writing, and completing (editing and revising) written messages that achieve their intended objective.
- C. Promote effective decision making skills to help determine appropriate message patterns and language styles for the communication situation.
- D. Be familiar with the various types of document formats.
- E. Explore various types of technology components in relation to communication.
- F. Review the effectiveness of their own writings and that of others for content.
- G. Review proper grammar and punctuation techniques
- H. Develop drafts of written communication into revised professional documents.
- I. Explain how cultural diversity affects business communication.
- J. Identify an effective process for collecting, evaluating, and organizing resources to plan, develop, and prepare written reports.
- K. Explain the various parts of a long, formal report.
- L. Document sources using approved MLA or APA format.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

- A. Student Learning Outcomes: *Students will be able to*
 - 1. Describe the relationship between effective communication skills and the achievement of academic and professional success.
 - 2. Write letters, memos, and e-mails that demonstrate an understanding of their audience and the writing process, which include planning, writing, editing and revising to achieve their intended objective.
 - 3. Demonstrate critical thinking skills in the selection of appropriate message patterns and language level for various communication situations and varied audiences.
 - 4. Differentiate between the various communications media available to them.

5. Interact and become familiar with the professional use of various technology communications including digital, social, and mobile media options.
 6. Evaluate the effectiveness of their writing and the writings of others based on structure.
 7. Demonstrate proper grammar and punctuation techniques.
 8. Write a polished, professional document based on constructive feedback from the instructor and peers.
 9. Describe the steps necessary to communicate effectively across cultural boundaries.
 10. Research, collect, evaluate, and organize resources to plan, develop, and prepare a formal report.
 11. Compose the parts of a long, formal report as a draft and revise as necessary for content and conventions of standard grammar.
 12. Cite sources using approved MLA or APA format.
- B. General Education Learning Outcomes (GELOs)**
1. GELO 2: Written Communications
 - Outcome 1: Comprehend, analyze, and evaluate a given text.
 - Outcome 2: Develop a focused thesis statement and write with a clear purpose, using relevant examples, claims, and evidence.
 - Outcome 3: Identify and evaluate evidence from a variety of printed, visual, and electronic sources.
 - Outcome 4: Use format, content and style appropriate to a given audience and situation.
 - Outcome 5: Read and write in mechanically-sound, college-level English.

IV. CONTENT/TOPICAL OUTLINE (*course outline may provide more detailed information*)

- A. Business writing techniques
- B. Cultural/Global Awareness
- C. Memo and letter formats
- D. Various message patterns
- E. Informal and formal reports using appropriate citations
- F. Primary and secondary research
- G. Grammar and punctuation

V. INSTRUCTIONAL MATERIALS

- A. Required Text(s): Guffey, Mary Ellen, and Loewy, Dana. *Essentials of Business Communication*. Current Edition. Cengage, 2019. Packaged with MindTap. DDA –Direct Digital Access. You will have access to your digital course eBook on the first day of class! This book is required by your instructor. If you decide that you don't want to participate in DDA, you will need to OPT-OUT of the program and be sure that you're obtaining the material on your own. If you stay opted in, you will be charged for the digital textbook (eBook). The book charges will be added directly to your SCC account for you to pay. If you would also like to own a paper copy of the book you can purchase it at the SCC bookstore.
- B. Other Resources/Materials:
 1. Beatrice, Lincoln, and Milford Campuses - Computer storage device
 2. Online course – Computer with Internet connection

VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Lecture
- B. Multimedia equipment
- C. PowerPoint presentations
- D. Video presentations
- E. Hands-on practice
- F. Computer
- G. Internet
- H. Small groups

VII. METHODS OF EVALUATION

- A. Assessment**
- 1.** Written Exams
 - 2.** Written communication assignments
 - a.** Direct message
 - b.** Indirect message with peer review
 - c.** Persuasive message
 - d.** Business report with peer review
 - e.** LinkedIn profile
 - f.** Writing reflection
 - g.** Diversity reflection
 - h.** Transmittal document
 - 3.** Critiques of their and others' work
 - 4.** Research Report with appropriate citations using MLA or APA format
- B. SCC STANDARD GRADING SCALE POLICY**
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|----|--------|----|----------|
| A+ | 95-100 | C+ | 75-79 |
| A | 90-94 | C | 70-74 |
| B+ | 85-89 | D+ | 65-69 |
| B | 80-84 | D | 60-64 |
| | | F | Below 60 |

VIII. SPECIFIC COURSE REQUIREMENTS

- A. Grade Requirement:** Students in the Office Professional Program and Business Administration Programs must have a grade of C (70 percent) or higher as this course is a prerequisite for Employment Techniques (OFFT2000) and several other OFFT classes.