

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Office Professional Program
Revision Date: 08-23-21

I. CATALOG DESCRIPTION

Course Number: OFFT2120
Course Title: Business Communication Strategies
Prerequisite(s): English Composition I (ENGL1010) or Business Communications (ENGL1110)
Recommendations: Microsoft Applications I (BSAD1010) with a C or better.

Catalog Description: Study of principles of effective written communication and strategies used in business disciplines.

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

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

- A. Write e-mails, memos, letters, and research papers specific to the needs of business where written communication skills are critical to career success.
- B. Understand the audience-oriented approach and the writing process of planning, writing, editing, and revising written message that achieve their intended objective.
- C. Implement persuasive writing strategies in a variety of business documents in order to persuade, inform, or educate while maintaining relationships with stakeholders.
- D. Identify a process for collecting, evaluating, and organizing resources to plan, develop, and prepare an effective written business report using APA documentation and style.
- E. Foster critical, creative, and independent thinking through planning, drafting, editing, and proofreading writing assignments.
- F. Explore techniques of working within a group to critically evaluate their own texts and those of teammates.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

- A. Student Learning Outcomes: *Students will be able to*
 - 1. Write e-mails, memos, letters, and research papers specific to the needs of business where written communication skills are critical to career success.
 - 2. Practice audience consideration in all assignments.
 - 3. Write persuasive business messages to fulfill the defined writing goal and purpose.
 - 4. Compose the parts of a formal business report including a letter of transmittal and executive summary as a draft and revise as necessary for content and conventions of standard grammar using APA documentation and style.
 - 5. Apply critical, creative, and independent thinking through planning, drafting, editing, and proofreading writing assignments.
 - 6. Demonstrate techniques of working within a group to critically evaluate their own texts and those of teammates.
- B. General Education Learning Outcomes (GELOs)
 - 1. GELO 2: Written Communications
 - 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 content and style appropriate to a given audience.

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

- A. Audience analysis
- B. Word choice, sentence combining, and paragraph development
- C. Message patterns
- D. Memo and letter formats
- E. Communicating with e-mail and other technology
- F. Business idea report
- G. Primary and secondary research
- H. Self-evaluation and reflection
- I. APA report documentation

V. INSTRUCTIONAL MATERIALS

- A. Required Text(s): Guffey, Mary Ellen, and Loewy, Dana. *Business Communication: Process & Product*. Current Edition. Cengage, 2022. 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.

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

NOTE: This course is designed to meet the UNL ACE 1 designated criteria: *Write texts, in various forms, with an identified purpose, that respond to specific audience needs, incorporate research or existing knowledge, and use applicable documentation and appropriate conventions of format and structure.*

VII. METHODS OF EVALUATION

- A. Assessment
 - a. Written Quizzes
 - b. Written communication assignments (letters, memos, emails, etc.)
 - c. Critiques of their and others' work
 - d. Business research report using APA style
- B. SCC STANDARD GRADING SCALE POLICY:

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 Business Administration Program must have a grade of C (70 percent) or better.