

**SOUTHEAST COMMUNITY COLLEGE**  
**DIVISION OF ARTS AND SCIENCES, BUSINESS DIVISION**  
**English Program, Office Professional Program**  
**Revision Date: 07-01-23**

**I. CATALOG DESCRIPTION**

Course Number: ENGL1110  
Course Title: Business Communications  
Prerequisite(s): Appropriate placement score OR 0960 with portfolio approval OR grade of "C" or higher in ENGL 0985 or ENGL 0999.  
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:** *The 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: *Student 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**
1. **GELO 2: Written Communications**  
 Outcome: Comprehend, analyze, and evaluate a given text.  
 Outcome: Develop a focused thesis statement and write with a clear purpose, using relevant examples, claims, and evidence.  
 Outcome: Identify and evaluate evidence from a variety of printed, visual, and electronic sources.  
 Outcome: Use format, content and style appropriate to a given audience and situation.  
 Outcome: 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):
  1. Required Text(s): Guffey, Mary Ellen, and Loewy, Dana. *Essentials of Business Communication*. 12<sup>th</sup> Edition. Cengage. 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:
  1. Beatrice, Lincoln, and Milford Campuses - Computer storage device
  2. Online course – Computer with Internet connection

**VI. METHODS OF PRESENTATION/INSTRUCTION**

- A. Methods of presentation typically include a combination of the following:
  1. Lecture
  2. Multimedia equipment

3. PowerPoint presentations
4. Video presentations
5. Hands-on practice
6. Computer
7. Internet
8. Small groups

**VII. METHODS OF EVALUATION**

- A. Methods of evaluation typically include a combination of the following:
1. Written Exams
  2. Written communication assignments
  3. Critiques of their and others' work
  4. Research Report with appropriate citations using MLA or APA format
- B. SCC GRADING SCALE
- |    |        |    |       |   |            |
|----|--------|----|-------|---|------------|
| A+ | 95-100 | C+ | 75-79 | F | 59 or less |
| A  | 90-94  | C  | 70-74 |   |            |
| B+ | 85-89  | D+ | 65-69 |   |            |
| B  | 80-84  | D  | 60-64 |   |            |

**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) as this course is a prerequisite for Employment Techniques (OFFT2000) and several other OFFT classes.