



**Format CO
COURSE OUTLINE (*)**

BUISNESS COMMUNICATION
Course Title

OA 211
Dept. & Course No.

I. COURSE DESCRIPTION

This course is designed to achieve effective written communication in English for the transaction of business; development of general letter writing principles and techniques; and use of computer based technology to enhance communication. Practical experience is given in writing the basic types of letters used in business: favorable, unfavorable, persuasive, and goodwill. Students will also prepare memos, job application letters and resumes. Pre: CS100 (3 credits lec.)

II. SEMESTER CREDITS: 3

III. CONTACT HOURS PER WEEK:

3	0	3
Lecture	Lab	Total

IV. PREREQUISITE: CS100

V. STUDENT LEARNING OUTCOMES:

VI. COURSE CONTENT:

Upon completion of this course, students will be able, with 65% accuracy, to:

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| <ol style="list-style-type: none"> 1. Identify and use different parts and styles of business letters. 2. Identify and analyze characteristics of effective business correspondence and use properly in communication situations. 3. Explain and use the factors that influence the effectiveness of communication. 4. Apply selected writing principles in composing business correspondence. (no templates used) | <ol style="list-style-type: none"> A. Business letters <ol style="list-style-type: none"> 1. Parts 2. Styles B. Characteristics of Effective Letters <ol style="list-style-type: none"> 1. Attractive Layout 2. Tone 3. Psychological Organization 4. Logical Organization C. Factors of Communication <ol style="list-style-type: none"> 1. Medium 2. Type and style 3. Writing approach 4. Basic writing principles D. Application of Writing Principles <ol style="list-style-type: none"> 1. Letters and memoranda <ol style="list-style-type: none"> a. Good-News b. Bad-News c. Persuasive d. Goodwill 2. Job Application letters 3. Resumes |
|--|--|

5. Prepare, edit, and finalize business correspondence.

E. Prepare, edit, and finalize business correspondence.

6. Use computer-based technology to enhance written communication.

F. Computer-based technology

1. Spell/Grammar check
2. Dictionary/Thesaurus
3. Word processing software
4. Email correspondence

VII. MATERIALS AND EQUIPMENT:

- A. Computer Lab Use when appropriate
- B. Digital Projector
- C. Routine Classroom Materials

VIII. TEXT:

VanHuss, Suzie H., *Basic letter & Memo Writing: Fifth Edition*. Cincinnati, OH: South-Western Educational Publishing, 2005.

IX. METHOD OF INSTRUCTION:

- A. Lecture
- B. Discussions
- C. Exercises
- D. Guest Speakers

X. METHOD OF EVALUATION:

A. The components that are included in the computation of the final grade are:

Assignments	30%
Quizzes/Tests	15%
Midterm Examination	20%
Final Examination	25%
Participation	<u>10%</u>
Total:	100%

B. The conversion of percent to letter grade is as follows:

Percentage	Letter Grade
90 - 100	A
80 - 89	B
70 - 79	C
65 - 69	D
0 - 64	F



PALAU COMMUNITY COLLEGE
 OA211 – BUSINESS COMMUNICATIONS
 COURSE LEARNING OUTCOMES

During the course experience, the *course learning outcomes* (CLOs) will be assessed through the use of signature assignments. A rating scale will be used to determine the students' proficiency level of each CLO using specifically aligned assignments. The numerical ratings of 4, 3, 2 and 1 are not intended to represent the traditional school grading system of A, B, C, D and F. The descriptions associated with each of the numbers focus on the level of student performance for each of the course learning outcomes listed below.

- | | |
|---------------|--------------|
| 4 Outstanding | 2 Emerging |
| 3 Proficient | 1 Developing |

CLO# 1: Students will be able to apply basic writing guides for business correspondence and edit effectively.

4	Final copy of correspondence shows excellent planning; message is clear and complete and written in a positive tone with action-oriented style and concrete language. Effective sentence and paragraph structure is evident and document is formatted and edited with no errors.
3	Final copy of correspondence shows good planning; message is clear and complete and written in a positive tone with most if not all of message in action-oriented style and concrete language. Most sentences and paragraphs are structured effectively and document is formatted and edited with little or no errors.
2	Final copy of correspondence shows some planning; message is confusing in some parts and may not be complete; tone is positive but only some of message may be in action-oriented style and concrete language. Most sentences and paragraphs are structured effectively though document is formatted and edited with numerous errors.
1	Final copy of correspondence shows little or no planning; message is not clear or is incomplete in parts, some negative tone may be evident, style has little or no action-oriented sentences or concrete language. Errors exist in sentence and/or paragraph structure and document has formatting errors. Little or no evidence of editing is displayed with message containing numerous grammar errors.

CLO#2: Students will be able to compose a personal resume that can be used for applying for jobs.

4	Final copy of resume lists all necessary data for contact (name, address, telephone number) and education. Itemizes jobs, most recent first with dates and duties included. Lists special skills, awards, or hobbies relevant to job objective. Specific job objective with appropriate key words is listed. Format is correct with telescoped statements, action verbs, parallel structure, and error free in grammar, punctuation, capitalization, and/or spelling. Overall layout of information contributes to overall appearance.
3	Final copy of resume lists all necessary data for contact. Itemizes jobs with most recent first and most data included but not all jobs may be appropriate for job objective. Lists special skills, awards or hobbies or hobbies but not all may be relevant to job objective. General job objective appropriate for job sought. Format is correct with most information in telescope statements and parallel in structure. Most information is given using action verbs, and with few grammar errors. Overall layout of information uses horizontal and vertical white space appropriately.
2	Final copy of resume lists most or all necessary contact data, jobs are itemized but order may be incorrect, most data included but not all jobs appropriate for job objective. A few special skills, awards, or hobbies listed but many or all not relevant to job objective. General job objective may not be appropriate for job sought. Some format errors may exist, some use of telescoped statements and parallelism is shown but not consistent. Some use of action verbs but numerous grammar errors. Overall layout does not use all white space appropriately but headings and subheadings are used.
1	Final copy of resume omits most or all key contact data. Education has key data omitted or listing is unclear. Job listing unclear inappropriate, or data out of proper order and description of duties lacking, inappropriate special skills, awards, or hobbies listed. Poor objective or inappropriate for targeted position. Format and numerous grammar errors and layout is cluttered, confusing and/or does not use spacing, heading, and subheadings to enhance overall appearance.