

## Administrative Master Syllabus

### Course Information

<b>Course Title</b>	Business Report Writing & Correspondence
<b>Course Prefix, Num. and Title</b>	BUSI 2304 Business Report Writing & Correspondence
<b>Division</b>	Technology and Business
<b>Department</b>	Business Office Technology
<b>Course Type</b>	Academic General Education Course (from ACGM, but not WCJC Core)
<b>Course Catalog Description</b>	(Capstone Course) Theory and applications for technical reports and correspondence in business.
<b>Pre-Requisites</b>	TSI ELAR (Reading and Writing) requirement met, and POFT 1301 or ENGL 1301
<b>Co-Requisites</b>	None

### Semester Credit Hours

<b>Total Semester Credit Hours (SCH): Lecture Hours:</b>	3:3:0
<b>Lab/Other Hours</b>	
<b>Equated Pay Hours</b>	3
<b>Lab/Other Hours Breakdown: Lab Hours</b>	0
<b>Lab/Other Hours Breakdown: Clinical Hours</b>	0
<b>Lab/Other Hours Breakdown: Practicum Hours</b>	0
<b>Other Hours Breakdown</b>	0

### Approval Signatures

<b>Title</b>	<b>Signature</b>	<b>Date</b>
<b>Department Head:</b>	Celine Siewert, Business Office Technology Program Director	06/01/2025
<b>Division Chair:</b>	David Kucera, Technology & Business Division Chair	06/01/2025
<b>VPI:</b>		



## **Additional Course Information**

**Topical Outline:** Each offering of this course must include the following topics (be sure to include information regarding lab, practicum, and clinical or other non-lecture instruction).

Topical Outline:

1. Business correspondence
2. Technical reports
3. Formal and Informal business reports
4. Business writing in the digital era
5. Planning, organizing, drafting, revising business messages
6. Communication within the workplace
7. Business presentations and speaking skills
8. Job search, resumes, and interviewing

### **Course Learning Outcomes:**

**Learning Outcomes – Upon successful completion of this course, students will:**

- Develop a personal writing style
- Write business messages with accuracy, clarity, and validity
- Write letters that are persuasive and ethical
- Write negative and positive responses
- Write reports that inform, analyze, or persuade
- Plan business correspondence considering the information age
- Plan business communication that fits the digital era
- Organize and format the parts of a resume to produce a persuasive product
- Write a persuasive cover letter to accompany your resume
- Prepare for employment interviews, including researching the target company

### **Methods of Assessment:**

- Homework
- Discussions/Activities
- Exams
- Final Exam

### **Required text(s), optional text(s) and/or materials to be supplied by the student:**

Text: The most recent edition of Essentials of Business Communication, Mary E. Guffey, Southwestern-Cengage.

### **Suggested Course Maximum:**

35

**List any specific or physical requirements beyond a typical classroom required to teach the course.**

None



## **Wharton County Junior College**

**Course Requirements/Grading System:** Describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course.

Homework..... 20-40%  
Discussions/Activities..... 10-20%  
Exams ..... 30-40%  
Comprehensive Final Exam .... 10-20%

If your score is Your grade is:

90% up to 100% .. A  
80% up to 89% .... B  
70% up to 79% .... C  
60% up to 69% .... D  
59% or below ..... F

### **Curriculum Checklist:**

- ☒ **Administrative General Education Course** (from ACGM, but not in WCJC Core) – No additional documents needed.
- ☐ **Administrative WCJC Core Course.** Attach the Core Curriculum Review Forms
  - ☐ Critical Thinking
  - ☐ Communication
  - ☐ Empirical & Quantitative Skills
  - ☐ Teamwork
  - ☐ Social Responsibility
  - ☐ Personal Responsibility
- ☐ **WECM Course** -If needed, revise the Program SCANS Matrix and Competencies Checklist