



**Purpose:** It is the intention of this Administrative-Master Syllabus to provide a general description of the course, outline the required elements of the course and to lay the foundation for course assessment for the improvement of student learning, as specified by the faculty of Wharton County Junior College, regardless of who teaches the course, the timeframe by which it is instructed, or the instructional method by which the course is delivered. It is not intended to restrict the manner by which an individual faculty member teaches the course but to be an administrative tool to aid in the improvement of instruction.

**Course Title - Business Report Writing & Correspondence**

**Course Prefix and Number - BUSI 2304**

**Department – Business and Office Administration**

**Division – Technology and Business**

**Course Type:** (check one)

- Academic General Education Course (from ACGM – but not in WCJC Core)
- Academic WCJC Core Course
- WECM course (This course is a Special Topics or Unique Needs Course: Y  or N )

**Semester Credit Hours # : Lecture hours# : Lab/other hours #     3:3:0**

**Equated Pay hours for course - 3**

**Course Catalog Description - Theory and applications for technical reports and correspondence in business. This is the capstone course for Office Administration.**

**Prerequisites/Co requisites - THEA reading and writing requirements met and POFT 1301 or ENGL 1301.**

List Lab/ Other Hours
Lab Hours
Clinical Hours
Practicum Hours
Other (list)

**Approvals – the contents of this document have been reviewed and are found to be accurate.**

Prepared by Mary Wilson	Signature <i>Mary Wilson</i>	Date 6/14/10
Department Head Mary Wilson	Signature <i>Mary Wilson</i>	Date 6/14/10
Division Chair Stephanie Dees	Signature <i>Stephanie Dees</i>	Date 6/21/10
Vice President of Instruction or Dean of Vocational Instruction Dean Leigh Ann Collins	Signature <i>Leigh Ann Collins</i>	Date 9/29/10



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

*Upon successful completion of this course, students will be able to:*

- Develop a personal writing style
- Write business messages with accuracy, clarity, and validity.
- Write letters that are persuasive
- Write negative and positive responses
- Write reports that inform, analyze, or persuade

**II. Course Learning Outcomes**

Course Learning Outcome	Method of Assessment
Compose a variety of business letters and correspondence.	Ninety percent of students will correctly answer at least 70% of the questions on a comprehensive written exam.

**III. Required Text(s), Optional Text(s) and/or Materials to be Supplied by Student.**

Text: *Essentials of Business Communication*, 8<sup>th</sup> Edition, Mary E. Guffey, ISBN: 0-324-58800-3, Southwestern-Cengage.

**IV. Suggested Course Maximum - 35**

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

None. This course is offered as an online course in the spring semester.

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

- 30% Exams (about 5 tests)  
40% Homework  
30% Comprehensive Final Exam

There will be about five tests that will be worth 30% of the final grade. Each exam will consist of T or F, multiple choice, and short answer questions. The comprehensive final exam will be worth 30% of the final course grade. Homework will consist of composing a variety of business letters.

**Reading Assignments**

- Ch 1 Building Your Career Success with Communication Skills  
Ch 2 Creating Business Messages  
Ch 3 Improving Writing Techniques  
Ch 4 Revising and Proofreading Business Messages

**Test 1**

- Ch 5 E-mail and Memorandums  
Ch 6 Direct Letters and Goodwill Messages  
Ch 7 Persuasive Messages  
Ch 8 Negative Messages

**Test 2**

- Ch 9 Informal Reports  
Ch 10 Proposals and Formal Reports

**Test 3**

- Ch 11 Communicating in Person, in Meetings, by Telephone, and Digitally  
Ch 12 Making Effective and Professional Oral Presentations

**Test 4**

- Ch 13 The Job Search, Résumés and Cover Letters  
Ch 14 Employment Interviewing and Follow-up Messages

**Test 5**

**Comprehensive Written Exam**

**VII. Curriculum Checklist**

- **Academic General Education Course** (from ACGM – but not in WCJC Core)  
No additional documentation needed

- **Academic WCJC Core Course**  
Attach the Core Curriculum Checklist, including the following:

- Basic Intellectual Competencies
- Perspectives
- Exemplary Educational Objectives

- **WECM Courses**  
If needed, revise the Program SCANS Matrix & Competencies Checklist.