

## Master Syllabus

### ENG 1131 - Business Writing

**Division:** Liberal Arts, Communication and Social Sciences

**Department:** English

**Credit Hour Total:** 3.0

**Lecture Hrs:** 3.0

**Prerequisite(s):** DEV 0035

**Other Prerequisite(s):** OR Other Placement Test Score

**Date Revised:** October 2013

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### Course Description:

Using audience analysis, a writing process and grammatical and formatting skills in an electronic environment, students write letters and messages for both internal and external business situations; they conduct business research and write and document short, informal research business reports, incorporating graphics and oral presentation.

### General Education Outcomes:

- ❑ Oral Communication Competency
- ❑ Written Communication Competency
- ❑ Critical Thinking/Problem Solving Competency
- ❑ Values/Citizenship/Community Competency
- ❑ Computer Literacy Competency
- ❑ Information Literacy Competency

### Course Outcomes:

#### Appropriate Formats for Professional Writing

Demonstrate audience awareness across cultures to select and use appropriate formats for business writing, including internal and external messages and informal business reports.

**Assessment Method:** Locally developed exams

**Performance Criteria:**

Grade of 70% or higher.

**Assessment Method:** Performance appraisals

**Performance Criteria:**

Grade of 70% or higher based on the English Department's Grading Standards.

#### Think, Read, and Write Critically

Locate, analyze, evaluate, and ethically use researched materials to develop and write informal business reports.

**Assessment Method:** Locally developed exams

**Performance Criteria:**

Grade of 70% or higher.

**Assessment Method:** Performance appraisals

**Performance Criteria:**

Grade of 70% or higher based on the English Department Grading Standards.

#### Knowledge of Conventions

Plan, edit, and revise written work consistent with professional standards, employing appropriate conventions of syntax, grammar, punctuation, and documentation.

**Assessment Method:** Locally developed exams

**Performance Criteria:**

Grade of 70% or higher.

**Assessment Method:** Performance appraisals

**Performance Criteria:**

Grade of 70% or higher based on the English Department's Grading Standards.

#### Oral Communications

Design and present oral communications appropriate for a professional business situation.

**Assessment Method:** Performance appraisals

**Performance Criteria:**

Observed 70% proficiency using the Gen. Ed. rubric for assessing oral communication.

#### Composing Process

Understand and use a recursive writing process to employ situation-appropriate writing strategies and produce successive drafts of increasing quality.

**Assessment Method:** Performance appraisals

**Performance Criteria:**

Grade of 70% or higher based on the English Department's Grading Standards.

**Electronic Environments**

Use electronic environments to compose business messages and to research, compose, design, and present informal business reports, integrating graphic aids.

**Assessment Method:** Locally developed exams

**Performance Criteria:**

Grade of 70% or higher.

**Assessment Method:** Performance appraisals

**Performance Criteria:**

Grade of 70% or higher based on the English Department's Grading Standards.

**Outline:**

Audience analysis

Planning, composing, and revising

Editing for grammar, spelling, punctuation, and format

Positive and negative news messages

Resumes and application/cover letters

Locating, evaluating, and using credible research sources

Basics of documentation

Short, informal research business reports

Oral presentation skills

Implementing graphic aids