Sinclair Community College
444 E. Third St.
Dayton, OH 45402

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

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

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