

Dakota County Technical College

ENGL 1125: Business Writing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites:

This course requires either of these prerequisite categories

1. ENGL 0130 - English Essentials (Minimum grade: 1.67 GPA Equivalent)

Or

2. A score of 85 on test Accuplacer Sentence Skills

Corequisites: None

MnTC Goals: Goal 01 - Communication

This course focuses on effective, persuasive communication within and between business organizations, from the perspective of employees and of managers. Students learn to critically analyze communication strategies, organizational culture and common business texts, such as memos, reports and case studies; they learn to select quality data from primary and secondary sources; and they write and edit letters, memos, reports and studies in situations that simulate the complexities of small companies and global corporations.

Students will also gain experience making an oral presentation with accompanying presentation and software slides, work as part of a collaborative team, and recognize the ethical implications of business communication.

This course is not a substitute for ENGL1150 Composition I.

B. COURSE EFFECTIVE DATES: 01/13/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Letter Writing; format, persuasion, grammar and punctuation
2. Resumes and Cover Letters; professional format, effective lead-ins and benefit statements
3. Business Book Reading; evaluate a business book, perform a SWOT analysis on the text
4. Final Project in Business Writing; present to the class student project, project is to be applicable to the student's career goals

D. LEARNING OUTCOMES (General)

1. Develop skill at analyzing audiences, generating ideas, organizing and developing thoughts, drafting sentences, and revising and handling mechanics.
2. Gain experience in making an oral presentation with accompanying presentation and software technology.
3. Recognize the ethical implications of business communication.
4. The ability to use the English language effectively; the ability to read, write, speak and listen critically; and the ability to communicate effectively through visual means.
5. Work as part of a collaborative team on a group project.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

Goal 01 - Communication

1. Understand/demonstrate the writing and speaking processes through invention, organization, drafting, revision, editing and presentation.
2. Participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
3. Locate, evaluate, and synthesize in a responsible manner material from diverse sources and points of view.
4. Select appropriate communication choices for specific audiences.
5. Construct logical and coherent arguments.
6. Use authority, point-of-view, and individual voice and style in their writing and speaking.
7. Employ syntax and usage appropriate to academic disciplines and the professional world.

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted