



COURSE OUTLINE

DIVISION: Humanities, Fine Arts, and Social Sciences

COURSE: ENG 1205 Written Communication Skills for Business, Industry, and Technology

Date: December 2018

Credit Hours: 3

Prerequisite(s): Appropriate score on English placement exam, ACT English score of 19, SAT Evidence Based Reading/Writing score of 480, PARCC score of 4-5, or successful completion of ENG 0900. In addition, appropriate score on Reading placement exam, ACT Reading score of 21, SAT Evidence Based Reading/Writing score of 480, PARCC score of 4-5, or successful completion of RED 0900.

Delivery Method: **Lecture** **3 Contact Hours (1 contact = 1 credit hour)**
 Seminar **0 Contact Hours (1 contact = 1 credit hour)**
 Lab **0 Contact Hours (2-3 contact = 1 credit hour)**
 Clinical **0 Contact Hours (3 contact = 1 credit hour)**
 Online
 Blended

Offered: **Fall** **Spring** **Summer**

IAI Equivalent –**Only for Transfer Courses**-go to <http://www.itransfer.org>:

CATALOG DESCRIPTION:

This course focuses on writing for the vocational, technical, and business worlds. Designed for students in business, technical, and vocational programs, the writing includes memos, letters, resumes, reports, and other business/technical documents. The course also stresses team-building, critical thinking, and problem-solving.

GENERAL EDUCATION GOALS ADDRESSED

[See last page for Course Competency/Assessment Methods Matrix.]

Upon completion of the course, the student will be able:

[Choose up to three goals that will be formally assessed in this course.]

- To apply analytical and problem solving skills to personal, social, and professional issues and situations.
- To communicate successfully, both orally and in writing, to a variety of audiences.
- To construct a critical awareness of and appreciate diversity.
- To understand and use technology effectively and to understand its impact on the individual and society.
- To develop interpersonal capacity.
- To recognize what it means to act ethically and responsibly as an individual and as a member of society.
- To recognize what it means to develop and maintain a healthy lifestyle in terms of mind, body, and spirit.
- To connect learning to life.

EXPECTED LEARNING OUTCOMES AND RELATED COMPETENCIES:

[Outcomes related to course specific goals. See last page for more information.]

Upon completion of the course, the student will be able to:

1. Recognize and apply techniques for effective writing
 - 1.1 Research, plan, and organize writing
 - 1.2 Express ideas clearly and effectively in writing
 - 1.3 Revise and edit writing
2. Recognize and apply techniques for effective presentation of numerical data
 - 2.1 Analyze numerical data
 - 2.2 Organize and express numerical data clearly and effectively in writing
3. Recognize and apply techniques of critical thinking and problem-solving
 - 3.1 Understand importance of critical thinking and problem-solving skills to effective writing
 - 3.2 Apply critical thinking and problem-solving steps to specific writing situations
 - 3.3 Apply critical thinking in reading and understanding written documents
4. Write acceptable routine business/technical documents, including paper and electronic memos (e-mail), letters, resumes, application letters, reports, and other standard documents (e.g. summaries, descriptions, instructions, etc.)
 - 4.1 Analyze topic, audience, and purpose
 - 4.2 Apply effective rhetorical strategies based on topic, audience, and purpose
 - 4.3 Use appropriate formats for written documents (e.g. letter, memo, report format)
 - 4.4 Develop visual literacy through selecting, designing, and incorporating effective visuals (e.g. tables, charts, graphs, drawings, diagrams, etc.)
 - 4.5 Find sources as part of preparing to write documents
 - 4.6 Include and document source material in writing using standard documentation formats (e.g. MLA, APA)

- 4.7 Use standard English in writing (i.e. correct and effective sentence structure, style, grammar, and mechanics)
- 4.8 Present information in writing clearly and honestly
- 4.9 Revise and edit written documents for content, organization, format, tone, correctness, and documentation
- 4.10 Suggest useful revisions and corrections to other writers

- 5. Understand and use contemporary technology effectively in producing business/technical documents
 - 5.1 Use a word-processing program to create professional documents
 - 5.2 Use the Internet to conduct research
 - 5.3 Send and respond to e-mail

- 6. Recognize and apply techniques of collaborative writing and team-building
 - 6.1 Collaboratively analyze writing situations and other problems
 - 6.2 Collaboratively research, plan, organize, write, revise, and edit business/technical documents

MAPPING LEARNING OUTCOMES TO GENERAL EDUCATION GOALS

[For each of the goals selected above, indicate which outcomes align with the goal.]

Goals	Outcomes
First Goal	
To communicate successfully, both orally and in writing, to a variety of audiences.	<ul style="list-style-type: none"> • Recognize and apply techniques for effective writing • Recognize and apply techniques for effective presentation of numerical data • Recognize and apply techniques of critical thinking and problem-solving • Write acceptable routine business/technical documents, including paper and electronic memos (e-mail), letters, resumes, application letters, reports, and other standard documents (e.g. summaries, descriptions, instructions, etc.) • Understand and use contemporary technology effectively in producing business/technical documents • Recognize and apply techniques of collaborative writing and team-building
Second Goal	
To recognize what it means to act ethically and responsibly as an individual and as a member of society.	<ul style="list-style-type: none"> • Find sources as part of preparing to write documents • Include and document source material in writing using standard documentation formats (e.g. MLA, APA) • Present information in writing clearly and honestly

COURSE TOPICS AND CONTENT REQUIREMENTS:

1. The communication process
2. The writing situation (topic, audience, purpose, tone)
3. Content and organization of standard business/technical documents
4. Formats for standard business/technical documents
5. Routine memos, e-mail, and letters (e.g. order, collection, claim, inquiry, sales, adjustment, acknowledgment, etc.)
6. Short and long reports (e.g. travel, progress, incident, recommendation, analytical, proposals, etc.)
7. Resumes and application letters
8. Other standard business/technical documents (e.g. summaries, mechanism and process/procedure descriptions, instructions, etc.)
9. Oral presentations of the type that may accompany written business/technical documents
10. Research skills and documentation of source material
11. Word-processing
12. Visual literacy
13. Sentence structure, style, grammar, and mechanics
14. Presenting numerical data
15. Revision and editing
16. Critical thinking and problem-solving
17. Collaboration and team-building
18. International communication
19. Legal and ethical issues

INSTRUCTIONAL METHODS:

1. Lectures
2. Small and large group discussions
3. Audio-visual presentations
4. Small and large group activities (e.g. role-playing, problem-solving, collaborative writing, etc.)
5. Writing assignments and exercises (both in-class and out-of-class)
6. Quizzes

INSTRUCTIONAL MATERIALS:

1. Text
2. Audio-visual materials (e.g. web page, PowerPoint presentations, Blackboard, etc.)
3. Electronic and paper handouts and sample documents
4. Teaching technologies (e.g. computers, LCD projector, document camera, white-board, etc.)

STUDENT REQUIREMENTS AND METHODS OF EVALUATION:

1. Read text and other course materials
2. Attend class
3. Complete written assignments, exercises, and quizzes
4. Read and respond to one another's writing
5. Contribute to class and group discussions
6. Collaborate with other students
7. Be on time and prepared for class

8. Exhibit professional behavior

Student work will be evaluated at the discretion of the instructor based upon current standards of practice in business/technical writing, with a focus on the effectiveness of the written documents.

Student work will be graded and course grades assigned based on the following scale:

A= 90-100

B= 80-89

C= 70-79

D= 60-69

F= 0-59

OTHER REFERENCES

Alred, Gerald J., Walter E. Oliu, and Charles T. Brusaw. *The Business Writer's Handbook*. 11th ed., Bedford/St. Martin's, 2015.

Alred, Gerald J., Charles T. Brusaw, and Walter E. Oliu. *The Handbook of Technical Writing*. 11th ed., Bedford/St. Martin's, 2015.

American Psychological Association. *Publication Manual of the American Psychological Association*. 6th ed., APA, 2009.

Bovee, Courtland L., C. Allen Paul, and John V. Thill. *Business Communication Today*. 14th ed., Prentice Hall, 2018.

Business and Professional Communication Quarterly. Sage Publications.

Modern Language Association. *MLA Handbook for Writers of Research Papers*. 8th ed., MLA, 2016.

Sabin, William. *The Gregg Reference Manual: A Manual of Style, Grammar, Usage, and Formatting*. 11th ed., McGraw-Hill, 2011.

Searles, George J. *Workplace Communications: The Basics*, 7th ed. (with 2016 MLA updates), Pearson, 2018.

Technical Communication Quarterly. Taylor and Francis.

Course Competency/Assessment Methods Matrix

ENG 1205: Written Communication Skills for Business, Industry, and Technology	Assessment Options																																
For each competency/outcome place an "X" below the method of assessment to be used.	Assessment of Student Learning	Article Review	Case Studies	Group Projects	Lab Work	Oral Presentations	Pre-Post Tests	Quizzes	Written Exams	Artifact Self Reflection of Growth	Capstone Projects	Comprehensive Written Exit Exam	Course Embedded Questions	Multi-Media Projects	Observation	Writing Samples	Portfolio Evaluation	Real World Projects	Reflective Journals	Applied Application (skills) Test	Oral Exit Interviews	Accreditation Reviews/Reports	Advisory Council Feedback	Employer Surveys	Graduate Surveys	Internship/Practicum /Site Supervisor Evaluation	Licensing Exam	In Class Feedback	Simulation	Interview	Written Report	Assignment	
Assessment Measures – Are direct or indirect as indicated. List competencies/outcomes below.	Direct/ Indirect	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	I	I	I	I	D	D							
1. Recognize and apply techniques for effective writing																																	
1.1 Research, plan, and organize writing		X	X	X		X	X	X	X	X	X		X	X		X	X	X	X	X									X	X		X	X
1.2 Express ideas clearly and effectively in writing		X	X	X		X	X	X	X	X	X		X	X		X	X	X	X	X								X	X		X	X	
1.3 Revise and edit writing		X	X	X		X	X	X	X	X	X		X	X		X	X	X	X	X								X	X		X	X	
2. Recognize and apply techniques for effective presentation of numerical data																																	
2.1 Analyze numerical data		X	X	X		X	X	X	X	X	X		X	X		X	X	X	X	X								X	X		X	X	
2.2 Organize and express numerical data clearly and effectively in writing		X	X	X		X	X	X	X	X	X		X	X		X	X	X	X	X								X	X		X	X	
3. Recognize and apply techniques of critical thinking and problem-solving																																	
3.1 Understand importance of critical thinking and problem-solving skills to effective writing		X	X	X		X	X	X	X	X	X		X	X		X	X	X	X	X								X	X		X	X	
3.2 Apply critical thinking and problem-		X	X	X		X	X	X	X	X	X		X	X		X	X	X	X	X								X	X		X	X	

technology effectively in producing business/technical documents																																																			
5.1 Use a word-processing program to create professional documents		X	X	X		X	X	X	X	X	X		X	X	X	X	X																						X	X		X	X								
5.2 Use the Internet to conduct research		X	X	X		X	X	X	X	X	X		X	X	X	X	X																									X	X		X	X					
5.3 Send and respond to e-mail		X	X	X		X	X	X	X	X	X		X	X	X	X	X																											X	X		X	X			
6. Recognize and apply techniques of collaborative writing and team-building																																																			
6.1 Collaboratively analyze writing situations and other problems		X	X	X		X	X	X	X	X	X		X	X	X	X	X																													X	X		X	X	
6.2 Collaboratively research, plan, organize, write, revise, and edit business/technical documents		X	X	X		X	X	X	X	X	X		X	X	X	X	X																														X	X		X	X