

I. COURSE INFORMATION

- A. COL 116 Business Writing
- B. 3 credit hours
- C. Oliu, Walter, Charles Brusaw, and Gerald Alred. *Writing that Works: Communicating Effectively on the Job*. 13th ed. Boston: Bedford/St. Martin, 2020
- D. Prerequisites: None

II. COURSE DESCRIPTION

This course explores the theory and practice of written communication in business. Students will learn strategies for writing they may encounter in the workplace. Basic elements of business communication will be covered with emphasis placed on writing in various business contexts. This course will focus on the writing process, building business vocabulary, communicating effectively, and standard English grammar. This course is designed for students interested in both business and technical programs.

III. LEARNING OUTCOMES

- A. Describe and classify various business communications and their contexts in the workplace
- B. Demonstrate mastery of a variety of written business communications
- C. Participate constructively in a writing community
- D. Produce written communications that demonstrate understanding of business vocabulary, format, grammar, and context

IV. MAJOR CONTENT AREAS

- A. Analysis of audience and purpose
- B. Organization of business documents
- C. Style and usage
- D. Document and design

V. ASSIGNMENTS (may include but are not limited to)

- A. Readings and exercises
- B. Business formatting and specifications
- C. Projects
- D. Presentations

VI. EVALUATION METHODS (may include but are not limited to)

- A. Evaluation of writing samples
- B. Examinations and quizzes
- C. Assignments
- D. Constructive participation