

Minnesota State College Southeast

ADMS 1419: Business Communications

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. Writing College Level

Or

2. ENGL 0528 - Reading & Writing 3

Corequisites: None

MnTC Goals: None

This course provides the study and practice necessary to develop competence in using language effectively and appropriately in business communications. Emphasis is placed on providing a practical grasp of the principles of English usage and style that build the framework for effective business communication. This course develops basic writing techniques for use in composing memos, e-mail messages, and letters. (Prerequisite: Writing College Level Placement or ENGL0528) (3 Credits: 3 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 01/31/2005 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Sharpen grammar and English rules and skills
2. Demonstrate proficiency in written office communication
3. Use critical thinking to compose professional responses to business scenarios

D. LEARNING OUTCOMES (General)

1. Use proper capitalization of names, proper nouns, and abbreviations
2. Use proper number style
3. Use the period, the question mark, and the exclamation point properly
4. Use the comma, semicolon, and colon properly
5. Develop basic writing techniques
6. Write business memorandums
7. Write e-mail messages
8. Write a variety of business letters
9. Write information request letters
10. Write bad news letters
11. Use editing techniques
12. Revise memos, e-mail messages, and letters for effectiveness
13. Develop proofreading skills
14. Use proofreader's marks
15. Use proper format for business letters
16. Apply grammar rules
17. Differentiate commonly confused words
18. Analyze letter, memo, and e-mail content

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted