ADMS 1419: Business Communications

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 3
Lab Hours/Week: *.*
OJT Hours/Week: *.*

Prerequisites:
This course requires any of these six prerequisites
  ENGL 0528 - Reading & Writing 3
  A score of 1047 on test MN Comprehensive Assessment Reading
  A score of 18 on test ACT English
  A score of 480 on test SAT Evidence-Based Read/Write Composite
  A score of 78 on test Accuplacer Reading Comprehension
  A score of 250 on test Accuplacer NG Reading

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: ENGL0528, a minimum score of 78 on the Accuplacer Reading Comprehension Test, a minimum score of 1047 on the MN Comprehensive Assessment Reading Test, a minimum score of 18 on the ACT English Test, a minimum score of 480 on the SAT Evidence-Based Read/Write Composite Test, or a minimum score of 250 on the Accuplacer NG Reading Test.) (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