



Western Technical College

10106119 Business Communication Skills

Course Outcome Summary

Course Information

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| Description | This course emphasizes the principles and correct application of grammar, style, usage, and punctuation through reinforcement exercises ranging from basic to advanced levels. Introductory writing concepts required to prepare basic business letters and memos are briefly presented. Students apply basic proofreading, editing, and formatting skills to revise a variety of business documents commonly encountered in the work setting. |
| Career Cluster | Business Management and Administration |
| Instructional Level | Associate Degree Courses |
| Total Credits | 3 |
| Total Hours | 54 |

Textbooks

Business English (with printed access card) with LMS MindTap Business Communication (Custom Book). 13th Edition. Copyright 2020. Guffey, Mary Ellen and Carolyn M. Seefer. Publisher: Cengage Learning. **ISBN-13:** 978-0-357-20933-2. Required.

Learner Supplies

Webcam and headset with microphone. **Vendor:** Campus Shop. Required.

Success Abilities

1. Cultivate Passion: Expand a Growth-Mindset
2. Cultivate Passion: Increase Self-Awareness

3. Live Responsibly: Foster Accountability
4. Refine Professionalism: Improve Critical Thinking
5. Refine Professionalism: Practice Effective Communication

Program Outcomes

1. Demonstrate effective workplace communications
2. Apply technology skills to business and administrative tasks
3. Model professionalism in the workplace

Course Competencies

1. Apply conventions of standard English to writing.

Assessment Strategies

- 1.1. Written Product

Criteria

You will know you are successful when

- 1.1. you apply end-of-sentence punctuation to statements, commands, questions, and exclamations.
- 1.2. you convert incomplete, run-on, or comma splice sentences into complete, properly punctuated sentences.
- 1.3. you edit business documents using appropriate punctuation.
- 1.4. you edit business documents applying appropriate capitalization.
- 1.5. you apply the eight parts of speech, within written documents, as needed.

Learning Objectives

- 1.a. Apply capitalization according to standard practices.
- 1.b. Identify sentence elements (i.e. subjects and predicates).
- 1.c. Identify sentence types (i.e. simple, compound, complex, compound-complex).
- 1.d. Punctuate statements, commands, questions, and exclamations.
- 1.e. Identify basic sentence faults and patterns.
- 1.f. Correct sentence fragments.
- 1.g. Analyze the eight parts of speech.
- 1.h. Apply the eight parts of speech to writing.

2. Apply spelling rules and guidelines to written documents.

Assessment Strategies

- 2.1. Written Product

Criteria

You will know you are successful when

- 2.1. you analyze word structure and word pronunciation in order to apply basic spelling guidelines.
- 2.2. you use mnemonic devices to assist in spelling difficult words correctly.
- 2.3. you eliminate spelling errors in written communication.
- 2.4. you apply correct word usage to the context of the sentence, paragraph, or document.

Learning Objectives

- 2.a. Follow basic guidelines for doubling the final consonant before a suffix.
- 2.b. Adopt a traditional mnemonic device to remember words containing the "ei" or "ie" combinations.
- 2.c. Memorize word endings that sound alike but are spelled differently.
- 2.d. Recognize words retaining their French form and insert appropriate diacritical marks.
- 2.e. Examine words representing exceptions to the basic spelling guidelines.
- 2.f. Memorize words which follow no clear-cut spelling pattern.
- 2.g. Establish a plan to improve spelling skills for words frequently misspelled by business writers.
- 2.h. Compare definitions of words that sound or look alike and select the correct word.
- 2.i. Differentiate between commonly confused and misused words and use the correct term within the

sentence.

3. Apply nouns and pronouns in written and oral communications.

Criteria

You will know you are successful when

- 3.1. you edit sample sentences and business documents using nouns and pronouns.
- 3.2. you use singular and possessive nouns in communications.
- 3.3. you use appropriate forms of pronouns in communications.

Learning Objectives

- 3.a. Form and spell plural nouns.
- 3.b. Use the apostrophe to make nouns possessive.
- 3.c. Use nominative, objective, and possessive case personal pronouns correctly.
- 3.d. Make personal pronouns agree with their antecedents.
- 3.e. Use who and whom correctly.

4. Construct possessive forms to indicate ownership, origin, authorship, or measurement.

Assessment Strategies

- 4.1. Written Product

Criteria

You will know you are successful when

- 4.1. you distinguish between possessive nouns and descriptive adjectives.
- 4.2. you differentiate between possessive nouns and noun plurals.
- 4.3. you correctly place apostrophes in possessive terms.
- 4.4. you eliminate awkward possessive constructions.

Learning Objectives

- 4.a. Analyze sentences to determine the need to use possessive form.
- 4.b. Correctly insert apostrophes in nouns.
- 4.c. Correctly form the possessives of personal, relative, and indefinite pronouns.
- 4.d. Rewrite sentences to avoid awkward possessives.
- 4.e. Recognize possessives standing alone.
- 4.f. Correctly form the possessives of singular/plural abbreviations and organization/product names.
- 4.g. Determine separate or combined ownership and form the appropriate possessive.
- 4.h. Use the possessive form of a noun or pronoun modifying a gerund.

5. Apply verbs in written and oral communications.

Assessment Strategies

- 5.1. Written Product

Criteria

You will know you are successful when

- 5.1. you write using the active voice.
- 5.2. you apply verb tenses appropriately within communications.
- 5.3. you verify verbs agree with subjects.
- 5.4. you edit sample sentences and business documents using verbs.

Learning Objectives

- 5.a. Identify transitive, intransitive, and linking verbs.
- 5.b. Convert sentences written in passive voice to active voice.
- 5.c. Create sentences using the subjunctive mood correctly.
- 5.d. Create sentences using verb tenses to indicate precise time.
- 5.e. Make verbs agree with subjects.

6. Select modifying and connecting words to enhance communications.

Assessment Strategies

- 6.1. Written Product

Criteria

You will know you are successful when

- 6.1. you distinguish between the use of adjectives and adverbs in communications.
- 6.2. you use prepositions and prepositional phrases.
- 6.3. you edit sample sentences and business documents using modifiers and connecting words.

Learning Objectives

- 6.a. Use adjectives correctly to modify nouns or pronouns.
- 6.b. Use adverbs correctly to modify verbs, adjectives, or other adverbs.
- 6.c. Use prepositions correctly.
- 6.d. Use subordinating conjunctions and relative pronouns correctly to join grammatically unequal words or word groups.
- 6.e. Use coordinating conjunctions, conjunctive adverbs, and correlative conjunctions correctly to join grammatically equal words or word groups.

7. Apply the rules for writing numbers.

Assessment Strategies

- 7.1. Written Product

Criteria

You will know you are successful when

- 7.1. you define the functional difference between using figures and using words to express numbers.
- 7.2. you identify the meaning of figure style versus word style.
- 7.3. you apply the basic guidelines of figure style to ordinary business correspondence.
- 7.4. you edit sample sentences and business documents using proper number format.

Learning Objectives

- 7.a. Use figure form for numbers according to conventional rules.
- 7.b. Use word form for numbers according to conventional rules.

8. Produce written communication documents.

Assessment Strategies

- 8.1. Written Product

Criteria

You will know you are successful when

- 8.1. you compose an email message in the proper format.
- 8.2. you compose a memorandum in the proper format.
- 8.3. you revise memorandums from unedited copy.
- 8.4. you compose business letters in proper format.
- 8.5. you revise business letters from unedited copy.

Learning Objectives

- 8.a. Identify the purpose and characteristics of memorandums and email messages.
- 8.b. Summarize the contents in the subject line and state the main reason for writing the opening.
- 8.c. Arrange the body in logical order.
- 8.d. Close the memorandum with a request for action or with a summary.
- 8.e. Identify the purpose of business letters.
- 8.f. Write business letters concisely, clearly, and correctly using non-discriminatory language.
- 8.g. Organize letters using an opening, body, and closing.
- 8.h. Compose business letters in block, modified block, and simplified styles using open and mixed punctuation.

9. Evaluate the professionalism displayed through business writing.

Assessment Strategies

- 9.1. Reflection

Criteria

You will know you are successful when

- 9.1. you explain why a desire to learn standard English is an advantage.
- 9.2. you contrast the impression a poorly written letter makes on the recipient with the impression a well-written letter makes on the recipient.
- 9.3. you explain how changing technology requires one to continue learning from such sources as current periodicals, professional organizations, continuing education classes, and the Internet.

Learning Objectives

- 9.a. Value standard English.
- 9.b. Value the importance of correct spelling in the image projected by written communications.
- 9.c. Value the importance of vocabulary skills in expressing oneself precisely.
- 9.d. Value the importance of well-written correspondence in correct format.
- 9.e. Value the importance of various resources for life-long learning.