



Western Technical College

10106123 Business Correspondence

Course Outcome Summary

Course Information

Description	Students will learn to write effective business letters, memos, and reports. In addition, students will learn how to properly use an office reference manual to reinforce the language arts skills needed to proofread and edit documents at an on-the-job level of proficiency. This course also contains a strong writing emphasis.
Career Cluster	Business Management and Administration
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Pre/Corequisites

Prerequisite	10106112 Business Formatting
Prerequisite	10106119 Business Communication Skills

Textbooks

Business Communication: Process & Product with MindTap. 10th Edition. Copyright 2022. Guffey, Mary Ellen and Dana Loewy. Publisher: Cengage Learning. **ISBN-13:** 978-0-3575-341-3. Required.

Gregg Reference Manual. 11th Edition. Copyright 2011. Sabin, William. Publisher: McGraw-Hill Publishing Company. **ISBN-13:** 978-0-07-339710-8. Required.

Learner Supplies

Webcam and headset with microphone. **Vendor:** To be discussed in class. Required.

Success Abilities

1. Cultivate Passion: Expand a Growth-Mindset
2. Cultivate Passion: Increase Self-Awareness
3. Live Responsibly: Embrace Sustainability
4. Live Responsibly: Foster Accountability
5. Refine Professionalism: Act Ethically
6. Refine Professionalism: Improve Critical Thinking
7. Refine Professionalism: Practice Effective Communication

Program Outcomes

1. Demonstrate effective workplace communications
2. Apply technology skills to business and administrative tasks
3. Perform routine administrative procedures
4. Manage internal and external relationships
5. Model professionalism in the workplace

Course Competencies

1. Determine the characteristics of effective correspondence.

Assessment Strategies

- 1.1. Product

Criteria

You will know you are successful when

- 1.1. you identify the principles of effective communication utilized in business correspondence
- 1.2. you identify the components of coherent and readable business correspondence
- 1.3. you utilize a correspondence plan before beginning the writing process
- 1.4. you list the five "C's" of business correspondence

Learning Objectives

- 1.a. Apply principles of effective communication to business correspondence which include the five C's.
- 1.b. Identify coherence and readability within sample business documents.
- 1.c. Use the correspondence plan which includes determining the objective, considering the reader, and gathering the facts.

2. Identify the difference in the composition of a direct and indirect letter.

Assessment Strategies

- 2.1. Product

Criteria

You will know you are successful when

- 2.1. you identify characteristics of direct letters.
- 2.2. you identify the message within direct letters.
- 2.3. you identify characteristics of indirect letters.
- 2.4. you identify message within indirect letters.
- 2.5. you produce written correspondence that appropriately relays unfavorable messages.

Learning Objectives

- 2.a. Illustrate direct business correspondence.
- 2.b. Use appropriate business writing techniques in relaying favorable messages within correspondence.

- 2.c. Illustrate indirect business correspondence.
- 2.d. Use appropriate business writing techniques in relaying unfavorable messages within correspondence.

3. Compose business correspondence in the form of a letter.

Assessment Strategies

- 3.1. Written Product

Criteria

You will know you are successful when

- 3.1. you compose letters
- 3.2. you edit composed letters
- 3.3. you apply principles of effective communication to business correspondence which includes the five "C's".
- 3.4. you determine the correct format depending on the type of correspondence.

Learning Objectives

- 3.a. Compose business letters utilizing appropriate writing techniques.
- 3.b. Revise business letters that have been constructed.

4. Compose business correspondence in the form of a memorandum.

Assessment Strategies

- 4.1. Written Product

Criteria

You will know you are successful when

- 4.1. you compose memorandums
- 4.2. you edit composed memorandums
- 4.3. you apply principles of effective communication to memorandums which includes the five "C's".
- 4.4. you determine the correct format depending on the type of correspondence.

Learning Objectives

- 4.a. Compose memorandums utilizing appropriate business writing techniques.
- 4.b. Revise memorandums that have been constructed.

5. Compose emails utilizing appropriate rules of business etiquette.

Assessment Strategies

- 5.1. Written Product

Criteria

You will know you are successful when

- 5.1. you compose electronic mail messages
- 5.2. you critique electronic mail messages
- 5.3. you edit electronic mail messages
- 5.4. you produce an electronic email with a professional image.

Learning Objectives

- 5.a. Compose electronic mail messages utilizing appropriate rules of etiquette.
- 5.b. Revise electronic mail messages.
- 5.c. Explain professionalism within business correspondence.
- 5.d. Determine the importance of professional image regarding the composition of electronic mail

6. Compose documents throughout the organization.

Assessment Strategies

- 6.1. Written Product

Criteria

You will know you are successful when

- 6.1. you identify the different levels of the organizational chart for a company
- 6.2. you prepare business documents involving various departments to be sent outside the company

- 6.3. you prepare business documents involving various departments to be sent within the company
- 6.4. you use the five "C's" of business correspondence

Learning Objectives

- 6.a. Examine the organizational chart of a simulated business.
- 6.b. Identify rules of etiquette with regard to individuals and departments within a company.
- 6.c. Prepare business documents on behalf of various individuals and departments within a company.
- 6.d. Prepare business documents on behalf of various individuals and departments to be sent outside the company.

7. Choose proofreading skills to edit compositions.

Assessment Strategies

- 7.1. Written Product

Criteria

You will know you are successful when

- 7.1. you review proofreader marks as utilized in business writing and editing
- 7.2. you use proofreader marks within various business documents
- 7.3. you demonstrate knowledge of the correct proofreading marks
- 7.4. you classify proofreading marks.

Learning Objectives

- 7.a. Utilize editing rules to alter documents that have been composed.
- 7.b. Modify business correspondence appropriately to correct grammatical and spelling errors.
- 7.c. Apply proofreading marks to documents.
- 7.d. Utilize proofreading rules to alter documents that have been composed.

8. Demonstrate writing skills through composing requests, responses, orders, and acknowledgements.

Assessment Strategies

- 8.1. Written Product

Criteria

You will know you are successful when

- 8.1. you demonstrate your knowledge by choosing the correct format
- 8.2. you compose business correspondence used everyday on the job
- 8.3. you compose special document which includes requests, responses, orders and acknowledgements
- 8.4. you describe the correct format.

Learning Objectives

- 8.a. Compose special types of business correspondence used every day on-the-job.
- 8.b. Demonstrate the occasions which will warrant the development of typical types of business correspondence.
- 8.c. Write special correspondence documents including requests, responses, orders, and acknowledgements.

9. Use keyboarding techniques to improve speed and accuracy.

Assessment Strategies

- 9.1. Demonstration

Criteria

You will know you are successful when

- 9.1. you keyboard at 50 wpm for 3 minutes.
- 9.2. you keyboard with three errors or less for three minutes (i.e. 1 error or less per minute)
- 9.3. you demonstrate correct posture.
- 9.4. you demonstrate correct hand placement.

Learning Objectives

- 9.a. Use appropriate software in completing timed writings.
- 9.b. Demonstrate keyboarding skill by increasing speed.

9.c. Demonstrate keyboarding skill by improving accuracy.