South Central College

OTEC 2820  Business Communications

Course Outcome Summary

Course Information

Description  This course covers the principles of effective writing and requires students to plan, compose, and format a variety of business communications. Emphasis is on proofreading, editing, and revising communications not just to make them correct but also to make them better. Types of communications may include letters, memos, e-mail, announcements, instructions, form letters, and digital media. Specific letter or memo types may include request and response, claim and adjustment, persuasive, credit and collection, and goodwill communications. Students will learn about letter and envelope formats, international communication differences, and organizational approaches for writing correspondence. Students will learn about words to avoid, transitions, parallel structure, and the you attitude. (Prerequisite: OTEC 1820)

Total Credits  3
Total Hours  48

Types of Instruction

Instruction Type Credits/Hours
Lecture  3/48

Pre/Corequisites

OTEC 1820

Institutional Core Competencies

Communication - Students will be able to demonstrate appropriate and effective interactions with others to achieve their personal, academic, and professional objectives.

Critical and Creative Thinking - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

Cultural Competence - Students will be able to demonstrate an attitude of personal curiosity, a rising knowledge of cultures, and an evolving range of skills for living and working among others with other worldviews and ways of life.

Course Competencies
1. **Improve Communication Skills**
   Learning Objectives
   - Explain importance of communication skills in relation to career success
   - Assess listening skills
   - Improve listening skills
   - Improve nonverbal communication skills
   - Identify how culture affects communication
   - Explain workforce diversity

2. **Plan Business Messages**
   Learning Objectives
   - Practice the basics of business writing
   - Apply the writing process for business messages
   - Analyze purpose and audience
   - Anticipate audience
   - Adapt writing to task and audience
   - Describe the communication process

3. **Organize and Compose Business Messages**
   Learning Objectives
   - Organize information into strategic relationships
   - Compose the first draft of a message
   - Use concise wording
   - Use a variety of sentence types
   - Avoid run-on sentences, sentence fragments, and comma splices
   - Employ the active and passive voice strategically
   - Build parallelism within sentences
   - Prevent dangling and misplaced modifiers

4. **Revise Business Messages**
   Learning Objectives
   - Implement revision process
   - Use concise wording
   - Proofread and edit written messages

5. **Write Electronic Messages, Memos, and Digital Media**
   Learning Objectives
   - Apply 3x3 writing process to business messages
   - Analyze structure and format of various business messages
   - Write a variety of business messages including digital media

6. **Write Direct Letters and Goodwill Messages**
   Learning Objectives
   - Analyze effective direct business letters
   - Plan direct business messages
   - Write direct business messages
   - Proofread and edit business messages
   - Format a business letter

7. **Write Policy and Procedure Messages**
   Learning Objectives
   - Determine need for written instructions
   - Explain guidelines for writing instructions
   - Write an instructional message
   - Proofread and edit an instructional message

8. **Write Persuasive Messages**
Learning Objectives
Recognize persuasive requests
Analyze persuasive messages
Plan persuasive messages
Write persuasive messages
Proofread and edit persuasive messages

9. Write Negative Messages
Learning Objectives
Strategize bad news delivery
Describe techniques for bad news delivery
Analyze how to break bad news to customers and employees
Plan negative messages
Write negative messages
Proofread and edit negative messages

10. Write Informal Reports
Learning Objectives
Describe report basics
Develop informal report guidelines
Plan an informal report
Write an informal report
Proofread and edit an informal report

11. Develop Proficiency in Office Digital Technology
Learning Objectives
Describe office digital technology
Practice professional telephone skills
Participate in a virtual meeting
Describe professional etiquette techniques for business meetings

12. Prepare for a Job Search
Learning Objectives
Describe job search strategies
Write a resume
Write a cover letter

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