South Central College
OTEC2820 Business Communications
Common Course Outline

Course Information
Course Number  OTEC 2820
Credits  3
Department  Office Administration and Technology
Usage Date  Spring 2011
Instructional Type  Online

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 news releases. 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”. Students will also be introduced to library and Internet research techniques and will analyze real-world documents.

Prerequisites
OTEC 1820 Business English

Learning Outcomes Addressed in this Course

Institutional Core Abilities
A. Communication
B. Critical Thinking
C. Citizenship
D. Professionalism
E. Technological Literacy

Competencies
1. Develop Career Success with Communication Skills

   Learning Objectives
   a. Understand importance of communication skills in relation to career success
   b. Examine the communication process
   c. Develop listening skills
   d. Improve nonverbal communication skills
2. Create Business Messages

**Learning Objectives**

- a. Recognize the basics of business writing
- b. Develop the writing process for business messages
- c. Analyze purpose and audience
- d. Anticipate audience
- e. Adapt to task and audience
- f. Use technology to improve business writing

3. Improve Writing Techniques

**Learning Objectives**

- a. Understand revision process
- b. Use concise wording
- c. Understand process of proofreading and editing

4. Revise and Proofread Business Messages

**Learning Objectives**

- a. Understand revision process
- b. Use concise wording
- c. Understand process of proofreading and editing

5. Analyze E-Mail and Memorandums

**Learning Objectives**

- a. Apply writing process to e-mail and memos
- b. Analyze structure and format of e-mail and memos
- c. Write information and procedure e-mail and memos
- d. Write request and reply e-mail and memos

6. Analyze Direct Letters and Goodwill Messages

**Learning Objectives**

- a. Analyze effective direct business letters
- b. Analyze direct requests for information and action
- c. Analyze direct claims
- d. Analyze replies to information requests
- e. Analyze adjustment letters
- f. Analyze recommendation letters
- g. Analyze goodwill messages

7. Analyze Persuasive Messages

**Learning Objectives**

- a. Recognize persuasive requests
- b. Craft winning sales letters

8. Analyze Negative Messages

**Learning Objectives**

- a. Strategize bad news delivery
b. Recognize techniques for bad news delivery
   c. Analyze routine requests and claims
   d. Analyze how to break bad news to customers and employees
   e. Maintain ethics
   f. Analyze indirect strategy

9. Analyze Informal Reports
   **Learning Objectives**
   a. Understand report basics
   b. Develop informal report guidelines
   c. Recognize six types of informal reports

10. Analyze Proposals and Formal Reports
    **Learning Objectives**
    a. Understand informal and formal business proposals
    b. Prepare to write formal reports
    c. Analyze the difference between primary and secondary data
    d. Document data
    e. Organize and outline data
    f. Illustrate data
    g. Understand the process of presenting a final report

13. Improve Telephone, Cell Phone, and Voice Mail Skills (Office Digital Technology)
    **Learning Objectives**
    a. Polish professional telephone skills for traditional and cell phones
    b. List techniques for using voice mail etiquette
    c. Describe voice conferencing
    d. Describe videoconferencing
    e. Describe Web conferencing
    f. Describe instant messaging
    g. Describe wireless technology
    h. Describe blogging